

the *Survey*

# American Perfumer

and **ESSENTIAL OIL REVIEW**

**COSMETICS · SOAPS · FLAVORS**

MONTANA STATE  
UNIVERSITY  
LIBRARY  
OCTOBER 1953  
NOV - 21 53

*which of these*

**Smart  
Strong  
Stock**

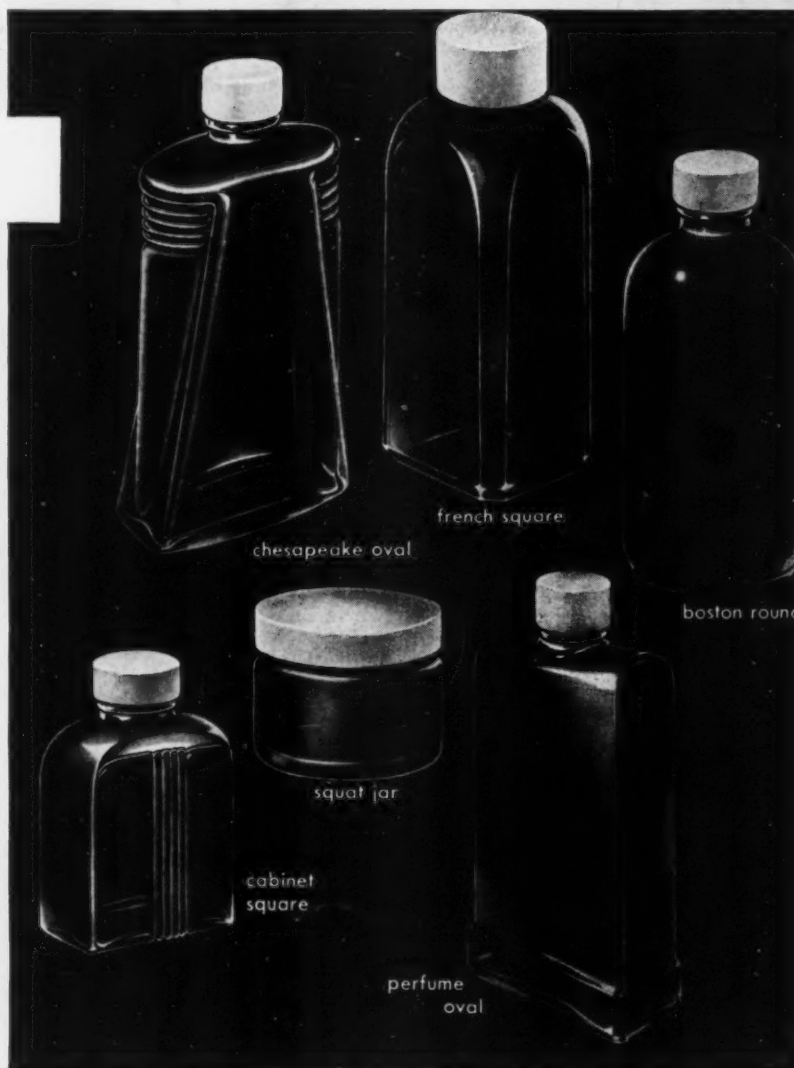
**bottles by Maryland Glass  
is what you need for**

**Sales?**

**SMART DESIGNS?** Yes, and with well chosen caps and labels Maryland Glass bottles and jars look like custom packaging . . . build those impulse sales. Strong, too. Designed to "take it" in machine filling and labeling. And because they're stock designs, they save you money. A wide variety of styles and sizes are always on hand at Maryland Glass, ready for immediate shipment.

**SEND FOR SAMPLES.** Ask for the Maryland Glass designs shown here by name, or tell us the nature of your product and the sizes you sell. We'll send samples and prices of appropriate bottles or jars. There's no obligation . . . write today.

MARYLAND GLASS CORPORATION, Baltimore 30, Maryland.



**pack to attract in maryland glass**

modern round

attractive design in crystal clear glass



Since 1893 a leader among Manufacturers,  
Importers and Suppliers of Basic Materials  
for Perfume and Perfume Specialties



*Ungerer  
& Co.*

161 Sixth Ave., New York 13, N. Y.  
Plant and Laboratories: Totowa, N. J.

CHICAGO • BOSTON • PHILADELPHIA • ST. LOUIS • LOS ANGELES • ATLANTA



# MYSORE

## SANDALWOOD OIL

SINCE 1913, when the Mysore Department of Industries was instituted, the industrial and agricultural development of Mysore has gone steadily ahead. Plans to develop Mysore's vast resources will continue a record of progress that has earned for Mysore its proud title of "The model state of India."



One of the most famous of Mysore's many products is Sandalwood—*Santalum Album* (Linné). Obtained from selected Mysore heartwood, Genuine Mysore Sandalwood Oil, distilled at our Linden, N. J., plant, is the chosen standard of purest quality by all leading Perfumers.

*"Ye Oldest Essence Distillers"*

# W. J. BUSH & CO.

INCORPORATED

Essential Oils • Aromatic Chemicals • Natural Floral Products

19 WEST 44th STREET, NEW YORK 36, N. Y. • MURRAY HILL 7-5712

LINDEN, N. J. • NATIONAL CITY, CALIFORNIA • LONDON • MITCHAM • WIDNES

# American Distilled Oils

*Produced at our Brooklyn Factory*

## OILS

CLOVE	BALSAM PERU	OPOPONAX
NUTMEG	CELERY	PIMENTO
ORRIS LIQUID, Conc.	GERANIOL	OLIBANUM
STYRAX	CITRONELLOL	SANDALWOOD
CASCARILLA		PATCHOULY

also LINALOOL • CITRAL • EUGENOL • RHODINOL

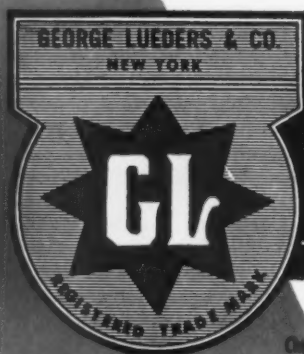
## RESIN LIQUIDS

OLIBANUM	STYRAX
LABDANUM	BALSAM PERU
OPOPONAX	BALSAM TOLU
ORRIS	BENZOIN
	TONKA

*Essential Oils • Aromatic Chemicals • Perfume Materials • Colors*

**OFFERING ROSE ABSOLUTE**

**68** *Years of continuous quality service—  
suppliers and manufacturers of—  
Essential Oils • Aromatic Materials • Flavors*



# GEORGE LUEDERS & CO.

427 WASHINGTON ST., NEW YORK 13, N. Y.

Chicago • Los Angeles • San Francisco • Montreal • Philadelphia • Toronto

*Established 1885*



J. H. MOORE

President

HARLAND J. WRIGHT

Vice-President

M. G. DE NAVARRE

Technical Editor

M. B. JACOBS

Flavor Editor

WM. LAMBERT

Editor

LEENDERT DRUKKER

Assistant Editor

SEWARD HEATON

Advertising Manager

E. C. JOHNSON

Circulation Manager

## CHICAGO

Peoples Gas Building, Room  
1328, Chicago 3, Ill. Harrison  
7-7272

## LOS ANGELES

McDonald-Thompson, Charles  
D. Eidson, 3727 W. Sixth Street,  
Los Angeles 5, Calif. Dunkirk  
7-5391

## SAN FRANCISCO

McDonald-Thompson, 625 Mar-  
ket Street, San Francisco 5,  
Calif. Yukon 6-0647EDITORIAL AND EXECUTIVE  
OFFICES48 W. 38th St., New York 18,  
N. Y. LOngacre 5-3320

PUBLISHED MONTHLY by Moore Publishing Company, Inc. Publication office: Emmett St., Bristol, Conn., U.S.A. Editorial and Executive Offices: 48 W. 38th St., New York 18, N.Y. J. H. MOORE, President; J. H. MOORE JR., Vice President and General Manager; HARLAND J. WRIGHT, Vice President and Circulation Director; MARC MACCOLLUM, Vice President; F. W. Nolting, Secretary. Subscription Rates: U.S.A. and Possessions and Canada, \$4.00 one year; 50 cents per copy. Foreign, \$10.00 one year. Entered as second class matter, January 12, 1950, at the Post Office at Bristol, Conn., under act of March 3, 1879.

Moore Publishing Co., Inc., is publisher also of Advertising Agency, American Printer, Gas Age, Gas Appliance Merchandising, Industrial Gas, LP-Gas, Laundry Age, and The Laundry Manager.

Cable Address: Robinpub.  
N. Y. Volume 62, Number  
4 (Copyright 1953, Moore  
Publishing Co., Inc.)



# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

## CONTENTS • OCTOBER 1953

## Research

Progress in Cosmetics in 25 Years ..... Maison G. de Navarre 265  
*Review of changes in the United States and Canada*Sweetening Agents for Flavors ..... Morris B. Jacobs, Ph. D. 295  
*Artificial sweetening compounds suggested and appraised*

## Management and Sales Promotion

An Englishman Goes to Europe ..... F. V. Wells 271  
*Random observations from the diary of a cosmetic expert*Cosmetic Buying Behavior of American Women .. Edward Sargarin 277  
*Critical analysis of T. G. A. exploratory survey*How Mathes Merchandised Cutex Products ..... Roger Barton 281  
*How 8 related items tied in for promotion boosted sales*What the Retail Buyers Report ..... 289  
*Latest reports from chief commercial centers*

## Regular Features

Desiderata ..... Maison G. de Navarre 261

Questions and Answers ..... 263

Sampler ..... 309

Editorial WE ..... 285

New Packaging and Promotions ..... 283

New Products and Developments ..... 293

Hints for Improving Production ..... 292

Flavor Section ..... 295

Cosmetic Excise Tax Collections ..... 312

News and Events ..... 299

Market Report ..... 315

Prices in the New York Market ..... 316

Index to Advertisers ..... 320

# BOIS VERT DE VERSAILLES

*A gay new  
perfume*

*created in  
France!*



## FELTON COMPANY FRANCE

34 Rue de L'ERMITAGE, VERSAILLES, (S&O)

Perfume Bases  
Essential Oils  
Aromatics



**FELTON** CHEMICAL COMPANY, INC. • 599 JOHNSON AVE., BROOKLYN 37, N. Y.

SALES OFFICES: Atlanta • Boston • Chicago • Cleveland • Dallas • Philadelphia • St. Louis • Toronto

PLANTS: Brooklyn, N. Y. • Los Angeles, Cal. • Montreal, Que. • Stocks Carried in Principal Cities

It's easier  
to use Atlas  
surfactants

*because...*

## the HLB System speeds your selection

The Atlas HLB System saves valuable man-hours in the selection of surface active agents for your formulas. Tedious emulsion trials and formula adjustments can be substantially reduced or eliminated entirely.

The HLB System assigns numerical values both to your solvents and to Atlas surfactants . . . enables you to select quickly the surfactants that work most efficiently in *your* formulas. You can readily determine when to use blends of surfactants, what to blend, and in what proportions.

It's a new kind of yardstick that makes it possible for you to predict, instead of guess, surfactant performance.

### Technical Help

Whenever you need emulsifying, wetting, spreading, or anti-foaming agents, Atlas specialists offer you their expert assistance in the laboratory or in the field. Write or call Atlas today . . . for technical service or detailed literature.



INDUSTRIAL CHEMICALS DEPARTMENT

# ATLAS

POWDER COMPANY

WILMINGTON 99, DELAWARE

offices in principal cities

ATLAS POWDER COMPANY, CANADA, LTD.  
BRANTFORD, CANADA

Your Headquarters for Surfactants . . .

# INDUSTRY ADVERTISING

## *and a T. G. A. SERVICE*

**T** MODESTY in its advertising claims has—fortunately—never been a characteristic of the toilet goods industry. Its members on the whole have always followed the good American industrial pattern of making the best product they could devise—and then telling the world that it was just that—the best product that could be made for its particular purpose. We believe that policy is to be commended and encouraged.

**T** HOWEVER, A POLICY of publicizing your virtues can quite understandably lead to excesses. Such excesses had much to do with the passage of the Federal Food Drug & Cosmetic Act in 1938, and the Miller-Tydings advertising control bill in the same year. Those Acts fortunately have been of inestimable benefit to the industry in many ways, even though some minor industry sins contributed to their enactment.

**T** THE RIGHT TO PRAISE your product—to “Tell the World!”—can, however lead to abuses. It is possible to wax over-enthusiastic. Such over-enthusiasm, particularly at this time, may lead to grave consequences. We can destroy our industry by claiming too much for its products.

**T** THAT IS WHY THE TOILET GOODS ASSOCIATION maintains its copy review service, conducted by its Board of Standards. Members—and at times others—may submit to the Board advertising and labeling copy in advance of publication. The Board, consisting of the T.G.A. Scientific Director, Executive Vice-President and General Counsel, reviews it and then approves, suggests, changes or rejects it depending upon the capacity of the copy to get its sponsor into regulatory trouble.

**T** IN NOT ONE INSTANCE has a piece of copy which has had T.G.A. Board of Standards approval, ever been questioned by F.D.A. or F.T.C., and we have been doing this work for more than fifteen years. Think of the headaches that record has saved members whose copy has gone through Board of Standards hands since 1938!



THE TOILET GOODS ASSOCIATION, INC.  
9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

*Further advertisements in this series will present to the industry what we feel will be an interesting picture of your Association's activities. Please read them and get to know us better.*



---

## **NEROLI SYNTHETIC**

---

**"SCH. & CO."**

---

Approximately 20% more effective  
than the finest Neroli Bigarade  
distillate in strength and in odor.  
It does not discolor, and costs but  
a fraction of the genuine oil.

**SCHIMMEL & CO., INC.**

601 WEST 26th STREET, NEW YORK 1, N.Y.



THE PURSE SIZE FLACON  
THAT CHANGED THE PERFUME  
MERCHANDISING OF  
A NATION!

THE NEW  
SQUARE  
SPILLPROOF



# M E M O

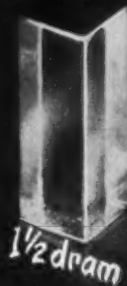
## SALES TIPS TO REMEMBER FOR BOOSTING YOUR PERFUME SALES

1. The lower unit price of expensive perfumes packaged in Spillproof purse size flacons enables your woman customer to try many different fragrances at relatively small expense. She *actually pays* to sample fragrances . . . once sold she (or the men in her life) will buy larger sizes.
2. Perfume carried daily in Spillproof purse size flacons is consumed far more rapidly than standard size perfumes left on your customer's dresser.
3. The convenient size and lower unit price of perfumes in Spillproof purse sizes entice your woman customer to carry and use both "day" and "evening" perfumes, boosting consumption even more.
4. The lower unit price of perfumes in Spillproof purse sizes enables your woman customer to accept perfume normally beyond her means in her everyday life. She no longer thinks of it as an expensive "evening out" luxury.

**RICHFORD**  
CORPORATION

251 FOURTH AVE., NEW YORK 10, N. Y.

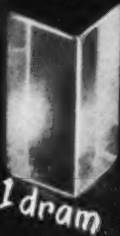
1 DRAM size  
now available for  
Immediate Delivery  
other sizes  
available soon.



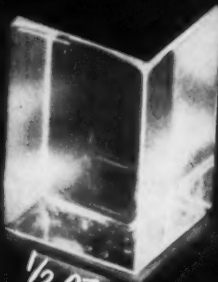
1 1/2 dram



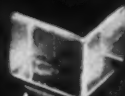
1 oz.



1 dram



1/2 oz.



1/2 dram



1/4 oz.

### MANUFACTURERS:

Early Response Sensational!  
Write today for samples and prices.

1798



1953

## On Our 155<sup>th</sup> Anniversary

we express to our friends and associates throughout the industry

... our sincere gratitude to the past

... our positive hope for the future

... and our deep and abiding faith in the final ability of mankind to meet with courage, understanding and realism the one immortal certainty of life ... change.



**DODGE & OLCOTT, INC.**

180 Varick Street • New York 14, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES



**THERE'S**

*Design*

**IN FRAGRANCE TOO!**

It is by brilliant design as well as imaginative artistry that a perfume meets with success in today's market.

The master perfume chemists of van Ameringen-Haebler, Inc. know markets, know perfumes, and are skilled in the creative arts of perfumery. Their guidance can help you design your next success.

MANUFACTURERS AND CREATORS OF THE FINEST

**van**

**ameringen • haebler, inc.**

521 WEST 57th STREET NEW YORK 19, N. Y.









*where*

*Fragrance*

*counts*



*count*

*on*

*Synfleur*



Every type and variety of soap, cream, toilet preparation and cosmetic can benefit from the imaginative and creative skill of the *Synfleur* laboratory staff.

Original compositions and perfume specialties of all kinds can be developed in the *Synfleur* laboratories to solve any problem you may have — whether in modernization of old products or introduction of new ones.

Over 63 years of successful experience attest to the skill and efficiency with which *Synfleur* products are created and produced.

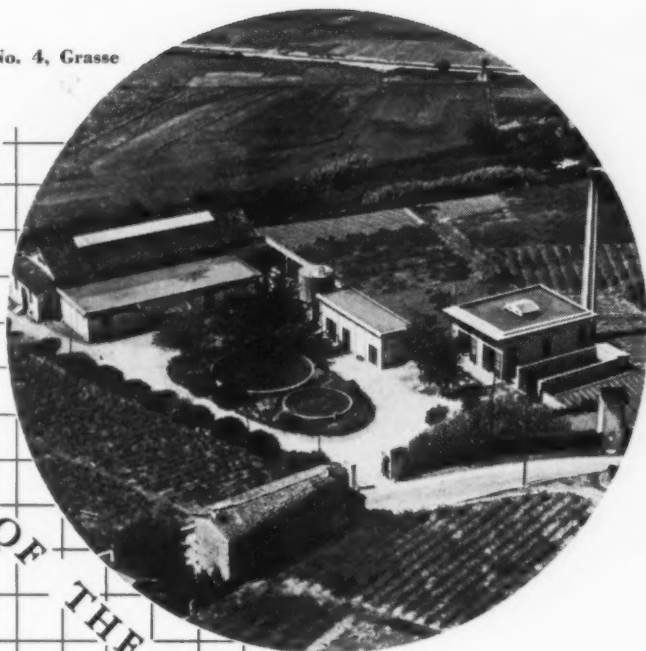


*Synfleur* SCIENTIFIC LABORATORIES, INC.  
MONTICELLO, N. Y.

Founded 1889 by Alois Von Isakovic

ATLANTA • DETROIT • NEW YORK • HAVANA • RIO DE JANEIRO • MEXICO, D. F.  
Chicago • Melbourne • Burma • Hong Kong • Bogota • San Jose  
Ciudad Trujillo • Guayaquil • Guatemala City • Calcutta • Wellington  
Managua • Panama • Asuncion • Manila • San Salvador • Montevideo

Factory No. 4, Grasse



IN THE HEART OF THE FLOWER FIELDS



Bertrand Frères' Lavandin Plantation

An entire range of  
floral concretes and absolutes,  
resinoids and  
essential oils.

*We welcome your inquiries on  
any specific product or process.*



**Bertrand Frères, Inc.**

443 FOURTH AVENUE  
NEW YORK 16, N.Y.



## The proof of the product is in the USAGE!

More than 80% of all lemon oil used in the U. S. is EXCHANGE Brand! An amazing endorsement!

The reasons are simple. Only carefully selected lemons from the groves of sunny California are used to make EXCHANGE Oil of Lemon. This fine fruit, plus skillful processing, gives you lemon oil with superior flavor, consistent aroma and clarity with no cloud or sediment.

For complete satisfaction, just specify EXCHANGE Oil of Lemon when you order.

*Distributed in the U.S. exclusively by*  
Fritzsche Brothers, Inc., 76 Ninth Ave., New York 11, N.Y.  
Dodge & Olcott, Inc., 180 Varick St., New York 14, N.Y.

### Sunkist Growers

Products Dept., Ontario, California  
Produced by  
Exchange Lemon Products Co.  
Corona, California







## Why are these two fingerprints like **DREYER SYNTHETIC SCENTS?**

It's hard to tell one from the other. It's often as hard to distinguish between a Dreyer Floral Scent and the original natural flower odor it so successfully re-creates.

Dreyer Floral Essences seem to last even longer than the best odors Nature produces. They are notably more uniform, too—easier and more stable to work with, and plan with.

Produce quality perfumed lines for less, by using Dreyer Essences. Dreyer prices are fairly figured—to keep your everyday profits higher. See what Dreyer really can save you—send for good-sized samples today.

### P. R. DREYER Inc.

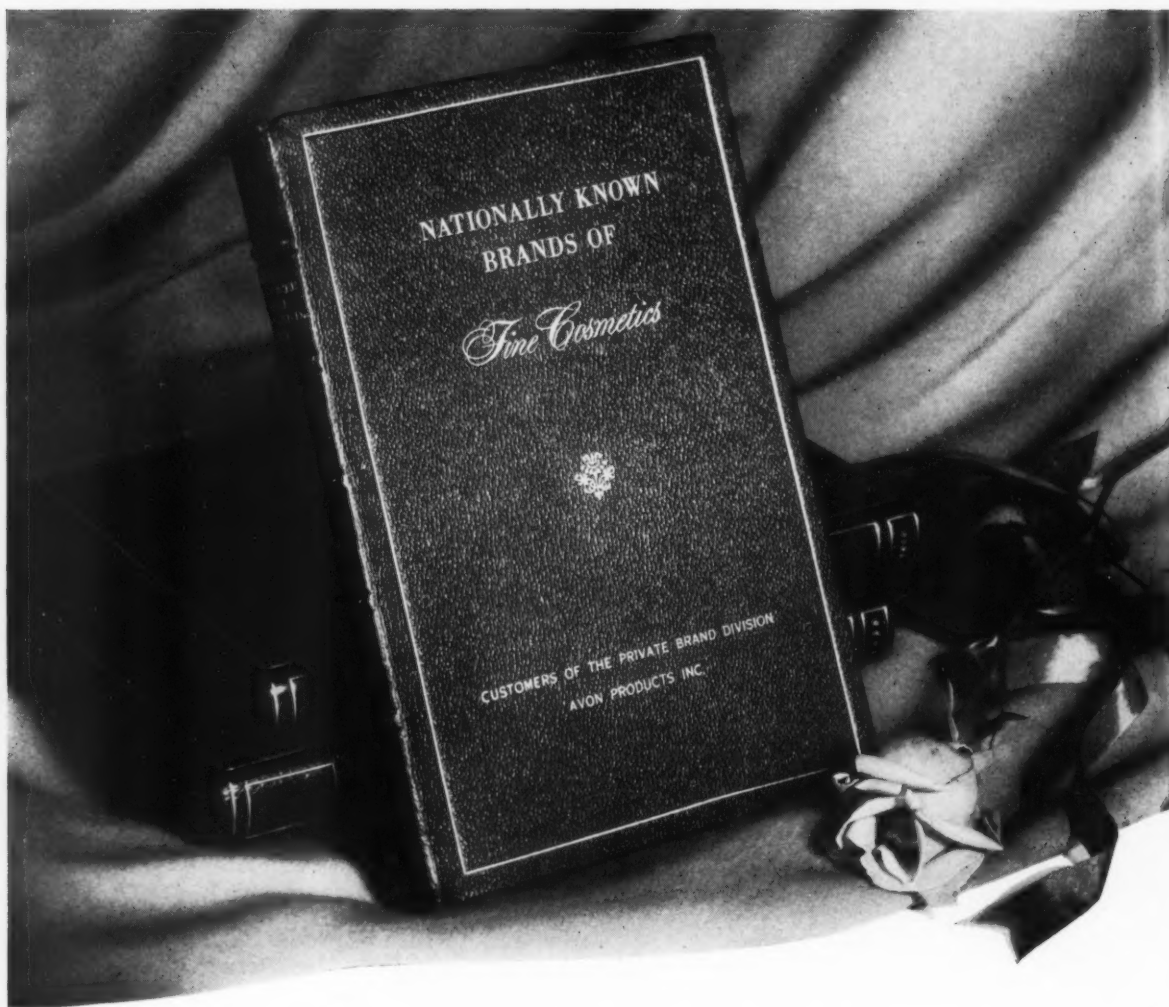
119 WEST 19th STREET, NEW YORK 11, N. Y.

& Essential Oil Review



for Essential Oils,  
Aromatic Chemicals, Perfume Compounds

October, 1953 259



## It pays to go by the book!

Naturally, this book is a "closed" one. Names of the brands of fine cosmetics and toiletries made by the Private Brand Division of Avon Products are held in strict confidence.

But, we *can* say they're names of great renown . . . and their example is worth remembering.

You, too, can gain the greater volume you are seeking on your established toiletries or cosmetics . . . or introduce new ones without added plant expense on your part . . . by entrusting your production to Avon.

Avon's position of leadership has been gained by the most faithful observance of the highest quality standards. Your products are assured the expert attention which distinguishes Avon's production of its own and other well-established private brands. Formula and product assistance of Avon specialists is available if you desire. Their knowledge and experience include every phase of cosmetics and toiletries production.

Call or write Avon for complete information concerning the production of your own brands of toiletries and cosmetics.

# Avon Products INC.

PRIVATE BRAND DIVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

*Strategically located laboratories in Suffern, New York • Pasadena, California • Montreal, Canada*

# Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.



## Preservatives

As a part of the work I am doing in conjunction with my program for a graduate degree at Wayne University, we have had occasion to try a lot of different preservatives, including a variety of antibiotics. Our test organisms were isolated from spoiled batches of cosmetics that I have collected in my own laboratory and from friends, over the years. Most of the spoilage in the creams and lotions resulted from mold rather than bacteria, excepting in a few cases of creams and lotions near a neutral pH or faintly on the acid side. Here spoilage, according to Emil Klarmann, can result from the *Pseudomonas* group.

In summary we have found methyl parahydroxybenzoate to be exceedingly effective in preventing growth of the various molds, yeast and isolated bacteria from spoiled products with the possible exception of the *Pseudomonas* type mentioned above. They were the only ones that were able to propagate and propagation was best on the acid side.

Of course, all this is just skimming over the top of the project but I thought it would be interesting to pass along, for now reader Richardson confirms reports made in this column before that, emulsions made with nonionic emulsifiers, tend to spoil, developing a smell somewhat like that of sour milk. This spoilage is apparently due to the *Pseudomonas* type of organism. If the preservative used is methyl parahydroxybenzoate, it is apparently not strong enough to protect the product in a concentration of 1:1000. It is possible that a higher concentration would be

more effective but work reported in THE AMERICAN PERFUMER some time ago tends to indicate that several types of nonionics rendered the preservative ineffective. There is a lot of work to be done on this subject yet.

## Skin Secretion

Quite a bit of attention is being focused on sebum and other secretion of the skin. It is fairly well known that the skin has a certain amount of self-sterilizing properties. This is just as true of the scalp as it is of the balance of the skin. More recently, however, a couple of publications in the *British Medical Journal* touch on this subject further.

One of the studies by Whitlock refers to the cause of dandruff resulting from the organism *Pityrosporum ovale*. This author's conclusion is that there is no evidence to justify the theory that dandruff is caused by the organism mentioned. In fact, the writer suggests that the sebum of the scalp itself is the principal cause of the dandruff. In this study of 200 scalps, the author concludes that the organism simply finds a certain flora as being best suited to good living.

This column has previously mentioned the work done by others, particularly work reported by Butcher wherein he claimed that oleates and oils containing traces of free oleic acid produce a dryness and exfoliation of the skin.

Flesch has published quite a number of articles on the effects of unsaturates on hair growth, even though his findings on animals do not seem to be directly translatable to man at this time. Further arti-

cles have been published on the percentage of sebum secreted and the approximate composition. When more of these data are available, we shall have a better understanding of the role played by skin secretions, the well being of the skin and the effect on the microbial flora.

## Bottle Capacity Tolerance

The well-known *Pharmaceutical Journal* published in England, recently printed a report from the Glass Manufacturers Federation for manufacturers' tolerances in bottle capacity. They are as follows:

Nominal Capacity to the root		
Capacity	of the neck	Tolerance
4-oz.	4 1/8 oz.	3/32 of a fl. oz.
6-oz.	6 3/16 fl. oz.	1/8 of a fl. oz.
8-oz.	8 1/4 fl. oz.	3/16 of a fl. oz.
10-oz.	10 5/16 fl. oz.	1/4 of a fl. oz.
12-oz.	12 5/16 fl. oz.	1/4 of a fl. oz.

The Federation points out, and rightly, that you cannot use a single bottle to determine its capacity. One must take the average of a number of bottles.

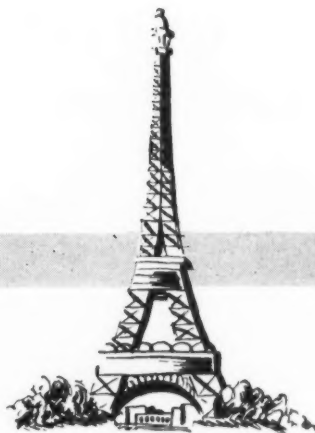
In this department's experience, most bottles require an overfill to make them look properly filled. The amount varies from 5% to 20%. This is also true of jars. The above figures, however, are an interesting table to follow for bottles of good grade.

## Essential Oil Fungistats

Vilanova and Casanovas, writing in a recent issue of *J. Invest. Dermatol.*, give the tenth of a series of reports on the fungicidal and fungistatic activity of essential oils and their isolates.

Using a given technique they find that at 1:8000 concentration, neroli, and linalool are effective against

Imported  
from  
France



**Butane Extracted  
Natural Oils  
for Perfumery, Soaps  
and Cosmetics**

P. Robertet's exclusive BUTAFLORE PROCESS is the *only* practical extraction process of florals  
and oak moss using Butane Gas as the volatile solvent. Extracts essential oils whose fragrance  
is exactly the same as the fragrance of the actual flower. Ask for samples of Jasmin —  
Rose — Oak Moss — Violet Leaf — Orange Flowers.

Since 1850

**P. Robertet & Cie, GRASSE, FRANCE**

New York Office: P. ROBERTET, Inc. • 125 East 23rd Street, New York 10



*Trich. gypseum* at a pH of 5, while only oil geranium Palmerosa at 1:500 is effective against *Candida 103VC*, at the same pH.

Of the isolates, geraniol, eugenol, isoeugenol and citral were effective against *Trich. gypseum* in concentrations of 1:8000 while 1:16,000 parts citral was all that was required. However, against *Candida 103VC* citral was far less effective, requiring a concentration of 1:500 at pH 5.

### Lilac Perfume

Our good friend and contemporary, Fred Wells, editor of S.P.C., wrote a very thought provoking editorial in his June issue on the subject of lilac perfume. He spoke of terpineol as a basis of lilac compositions and quotes a formula from the long defunct aromatics, by Gimonet, wherein no terpineol is used. Wells likes to get away from standard text book practice and to this extent I can't help but agree with him. Of course, terpineol is freely available in fine quality and at low prices which makes it inter-

esting as a raw material but there must be other materials which are as useful and can compensate for the cost by being used in reduced amounts. This plea can go much further than the lilac odor. It can apply as well to similar results in Lily of the Valley and many other fragrances.

### Higher Fatty Alcohols

Two different new suppliers are offering higher fatty alcohols of the lauryl and lauryl-cetyl and cetyl-stearyl types. It is now just a matter of personal choice for one can buy fatty alcohols from at least a dozen sources, either of domestic or foreign manufacture.

Of course, in buying fatty alcohols, you pay for the sharpness of the cut. Some find it very necessary to get a specific fraction and, of course, they have to pay for special processing. While hydroxyl number, ester value, acid value, melting point and iodine number are all essential, tricks can be done with these values that don't necessarily give you what you think you have.

material which makes the lipstick "smear-proof," but if used in percentages of between 10-15%, the "sweating" is too great. Under 10%, the lipstick "sweats" a little, but then the lipstick is not "smear-proof."

S.F., Japan

A. Regarding olive oil in your lipstick, in our opinion this adds absolutely nothing and creates a lot of problems. Furthermore, your stick is too soft. The olive oil should be replaced with castor oil and to this you should add some solvent such as a nonionic surfactant, replace a large portion of the Spermaceti, if not all, with about 1/3 of its weight of lanolin and the balance beeswax. We think you will find the resulting formula more stable.

### 1035: Liquid Creme Sachet

Q. I would appreciate it very much if you would give me a formula for a liquid creme sachet. Thank you in advance.

J.E.T., Texas

A. The following is a formula for a liquid cream sachet:

(Perfume -3-5%)

A (Mineral Oil -1/2-1%)

(Alcohol -1%)

(Meth. p-Hydroxybenzoate

0.15%

B (Sorbitan Monostearate

0.75%

(Polyoxyalkylene Sorbitan

Monostearate 1.25%

(H<sub>2</sub>O q.s. 100%)

Bring A to 55°C. Heat B to 60°C. Add B in small portions, emulsifying each part, and so on until all is added. Homogenize.

A great deal of know-how goes into such a preparation. You may have to work out your own technique from the formula, for it varies in its effectiveness, depending on the perfume oil used. You can get a thicker product by increasing the amount of sorbitan monostearate.

### 1036: Progallin P Supplier

Q. Last year I sent for one of your books by R. Bushby and found it very useful in making cosmetics. Just now I would like to make muscle oil and I need Progallin P and cannot get it in Canada. They tell me it is not registered. Do you think it would go by another name?

L.I.L., Canada

A. We are pleased to advise you that Progallin P is also known as Propyl Gallate. The names of suppliers go to you by letter.

## Questions and Answers

### 1032: Thioglycolate Shampoo

Q. Some friends of ours would like to make an anti-kink shampoo. We remember reading some information about that type of product containing a small quantity of thioglycolic acid. Could you perhaps forward to us an exact formula for that shampoo?

B.E.C., New York

A. We always frown upon the use of thioglycolic in a shampoo for direct application to the scalp. However, should such a product still be desired, you will have to work with an alkaline shampoo, using either sodium or ammonium thioglycolate, and we would suggest about one percent as a starter. Even so, we warn you that users may find a high degree of scalp sensitization from such a product.

### 1033: Cream Shampoos

Q. Can you refer me to any recent references on the subjects of cream shampoos and cream rinses?

S.S., Texas

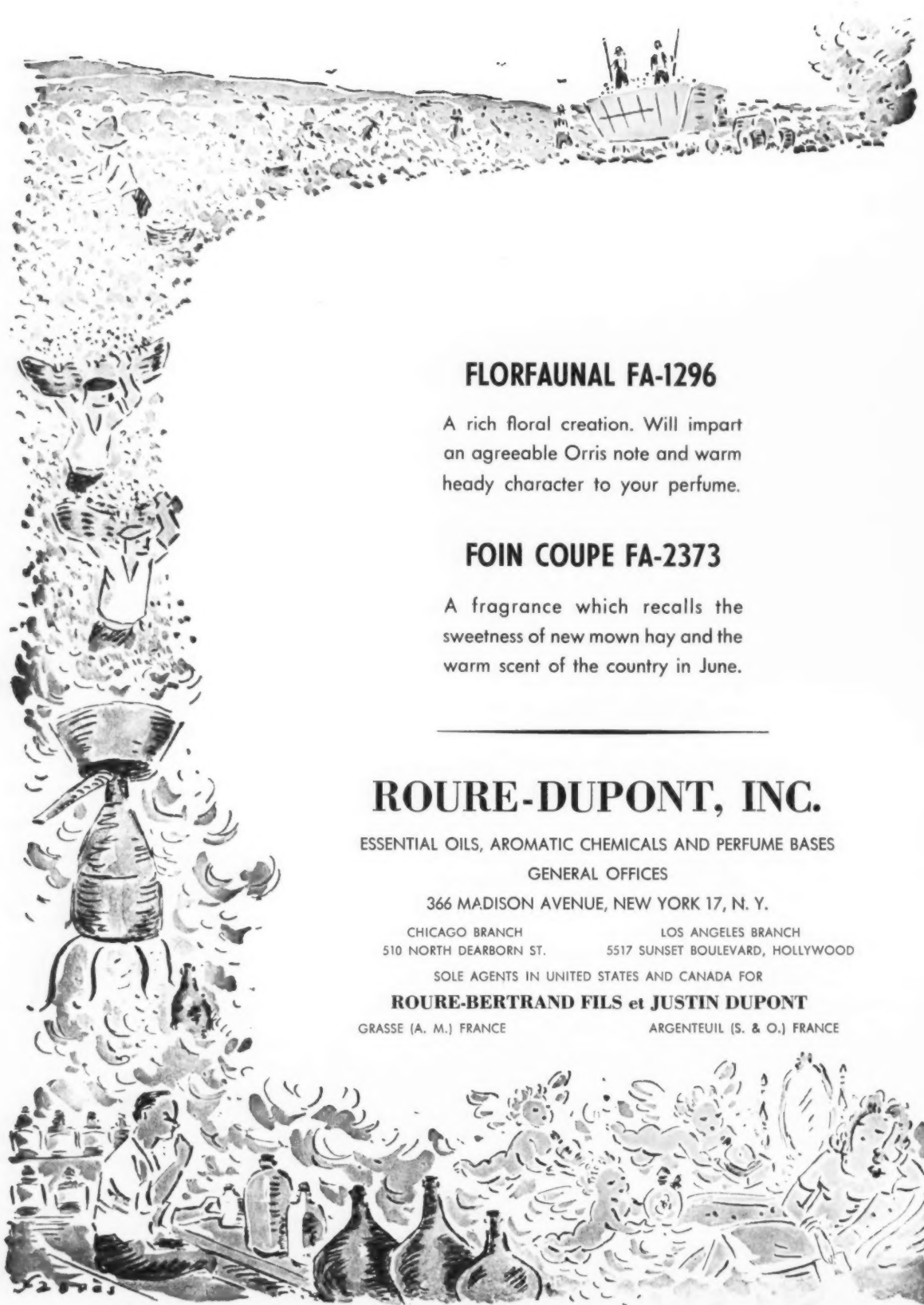
A. We are enclosing reprints of an article on cream shampoos which should give you the information you require. We refer you to previous issues of The American Perfumer which you should consult at your Main Public Library to comments in the Question and Answers Dept., as well as in the column, *Desiderata*, which refers to formulas for cream hair rinses. The supplier of the cationic material referred to is mailed to you separately.

### 1034: "Sweating" of Lipsticks

Q. We are at present trying to put on the market a non-smear or indelible lipstick, but have met many obstacles, the worst of which is that with the raw materials available in Japan, the finished lipstick "sweats" considerably.

It would be appreciated very much if you could furnish some information on how to eliminate this "sweating." The formula we use for our lipsticks is as follows: (formula given).

The propylene glycol is the raw



### FLORFAUNAL FA-1296

A rich floral creation. Will impart an agreeable Orris note and warm heady character to your perfume.

### FOIN COUPE FA-2373

A fragrance which recalls the sweetness of new mown hay and the warm scent of the country in June.

---

## ROURE-DUPONT, INC.

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES

366 MADISON AVENUE, NEW YORK 17, N. Y.

CHICAGO BRANCH  
510 NORTH DEARBORN ST.

LOS ANGELES BRANCH  
5517 SUNSET BOULEVARD, HOLLYWOOD

SOLE AGENTS IN UNITED STATES AND CANADA FOR

**ROURE-BERTRAND FILS et JUSTIN DUPONT**

GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE

## 25 Years of Cosmetic Progress



*An interesting, informative review of the changes in the industry that have taken place in the U. S. and Canada*

MAISON G. De NAVARRE†

IN 1928 many exciting things happened. Mary Pickford cut her hair. Women's magazines featured flat chested women with long waists and just below the knee length dresses. Hats were down over the eyes as if women were covering up on something. Bobbed hair was supreme. Vogue had but one brassiere advertisement. Helena Rubinstein opened two beauty salons, one in New York and another in Chicago. Arden featured a chubby, bobbed hair-with-bangs-model, nowhere near the sophisticated type used today. Houbigant had already started telling women how to keep skin young. Dorothy Gray was plugging "patient daily care" and Strawberry Hand Lotion. Ponds introduced both their Skin Freshener and Skin Tissues. Bourjois featured Manon Lescaut Make Up, Mum was not yet owned by Bristol Myers, nor did Lever own Pepsodent or Harriet Hubbard Ayer. Rexall stores were pushing Cara Nome as a treatment line. Rolls Royce gave a three year guarantee with each car after you had a 100 mile trial trip—financed without interest. Jergens were in the hand lotion and soap business. Albert Bellefontaine had a full head of wavy hair. Melloglo Face

Powder was touted as being made by a new "French Process".

But by 1929, Fashion decreed curves. Piver had already started putting sex into perfume advertising with such phrases as "tenderness and dreams", and "luxury and daring". Pinaud had not yet learned that women wouldn't buy a water soluble cleansing cream in spite of the beautiful green glass jar that held it. The McGillivray Brothers represented Yardley and on August 7, 1928 the Association of Licensed Manufacturing Perfumers of Canada was formed. Benzyl Acetate was \$1.15 a pound, Lanolin 18¢. Coty cleared 1½ million dollars in the U. S. that year. The 34th annual convention of the American Manufacturers of Toilet Articles was held at Atlantic City with 37 active members and 85 associate members.

Prior to 1930, cosmetic companies tended to specialize. Treatment lines stuck to their last. Those specializing in perfume did not spread out. Others majoring in one or two items concentrated on them.

But about the time the T. G. M. A. was organized, and particularly after the start of the 1929 depression, practically all the companies began branching out. As an example, Ponds added a skin tonic and cleansing tissues. Houbigant got into skin treatment preparations. Coty picked up a treatment line too. LeLong

† Vice-president in charge of manufacturing and research, Cosmetic Laboratories Inc. Div. of Beauty Counselors Inc. Detroit, 2, Mich.

\* Address at the Silver Jubilee Convention of the Toilet Goods Manufacturers Assn., Quebec, Que., Canada, June 27, 1953.

Data from various sources but chiefly from U. S. Tariff Comm. Report and Drug Trade New survey.



Cosmetics are gradually gaining wider acceptance in a field full of taboos against them: the men's market.

added powders and lotions. Hudnut put on the Gemey and DuBarry lines. Lady Esther, whose four purpose cream was internationally famous, moved into face powder and make-up. Woodbury-Jergens put toilet articles into their line. Northam Warren, Lever and Bristol Myers expanded their lines by buying other companies. Yardley added cosmetics to their soap and perfumes. Pinaud, world famous for its quinine hair tonic and Lilac Vegetal, decided on face creams. Pepsodent tried Junis Face Cream, and so on down the line.

#### Brands—Then and Now

Some of the well known brands of today were well entrenched in 1928. Names like Arden, Rubinstein, Ponds, Harriet Hubbard Ayer, Mum, Watkins, Givaudan, Pepsodent, Verley Dorothy Gray, Mennen, Hudnut, Coty Parento, Odor-o-no, Synfleur, Jergens, Houbigant, Fritzsche, Guerlain, Charles of the Ritz, Van Ameringen-Haebler, Colgate, Neet, Ipana, Lady Esther, Norda, Yardley and Hinds Honey and Almond Cream were well established. Other old names, now almost forgotten in some cases, are Louis Phillippe, Mello-glo, Outdoor Girl, Ambrosia, Winx, Armand, Heine, Larkin, Pinaud, Morana, Piver, Elcaya, Amorskin, Fairystone, Vitaray, Hennafoam, Varday of Vienna, and Rhodia.

Yes, new names came in too. Max Factor got into society cosmetics; but didn't come to Canada until 1940. Remember the entrance of names like Revlon, Tintair, Schiaparelli, Familex, Coppertone, Avon, Arrid, Breck, Rayve, Stopette, Toni, Faberge, Nair, Westmore, Chen Yu, Merle Norman, Maybelline, Skol, Lustre Creme, Stephan, Cream Oil, Dana, Halo, Sofskin, Beauty

Counselor, Trushay, Helen Neushaefer, Old Spice, Imra, Dial Soap and Evyan?

#### Sales

In 1931 there were 658 manufacturers in the U. S. who made over \$5,000 worth of cosmetics; by 1933 this fell to 490 but by 1935 the figure increased to 557 and by 1947, the latest date for which figures are available, there were 718.

The T.G.A. reports the following sales:

1928—	355 million
1932—	288 "
1952—	1,004 "

and in 1952, the same source distributed the sales as follows:

door to door	17½%	Drug Stores	34½%
Supers	14%	Dept. Stores	22%
Variety Chains	8½%	Miss. .q.s.	100%

During this time Canadian sales in 1947 were 2½ times those of 1935.

#### Hair Waving

The biggest thing that happened to this field was cold home waving. Just as in the nail polish field, home use increased the market potential tremendously.

Many are inclined to think of home waving as being of recent origin, but it is not. As early as 1933 home kits were sold under the brand name "Mollin". Neisen Harris almost alone popularized home waving. The "Toni" home wave he developed is known the world over. The latest innovation is the no-neutralizer waving solution.

#### Make-up

After hair waving, make-up has undergone much change and had a great increase in sales. From about \$35 million in 1929 to \$155 million in 1951 is more than a four-fold increase in 25 years.

Back in 1928, Winx was the eye make-up supreme. By 1936 Maybelline replaced it. Then Pinaud introduced a cream mascara and now there is again a liquid eye make-up.

Twenty-five years ago about one-half of the women used lipstick. High school girls had not started using it yet. In 1938 black lipstick, soon followed by green lipstick, hit the headlines. About this time Revlon tied lipstick and nail polish together with high fashion. Less than five years ago Hazel Bishop, with a deep stain stick, started another new vogue in lipstick.

Liquid lipstick, best personified by Liptone, in the U. S., Lip-Cote in England and LIBUSSA in Germany are alone in this field. The liquid idea has invaded the rouge field too. If one goes back to the days when the T. G. M. A. was founded, dry rouge was universally used, but Louis Phillippe, under the brand name, Angelus, was doing a lot of leg work on cream rouge.

All in all, rouge sales are pretty static except that dry rouge is being replaced by cream and liquid rouge. Twenty-five years ago about \$2,000,000 worth of rouge was sold; today the figure is three times that. Dorothy Gray and Elizabeth Arden each had a liquid stain type rouge twenty-five years ago. Others probably had it too. But about five years ago, several houses showed a new liquid rouge. John Robert Powers, Aziza and Beauty Counselors each offered this new approach



to cheek and face coloring. They were soon followed by others.

While on the subject of make-up, face powder was largely the only facial make-up used. Coty, Lady Esther and Hudnut were fighting it out for first place in the early 30's. Oh yes, there were the so-called liquid powders, suspensions of a covering agent in water, and a few had make-up foundations. It wasn't until about 1940 that a significant innovation was introduced by Max Factor, namely, Pancake. This practically killed face powder sales for a while. In 1944 I mentioned that cake make-up would have to be improved if it were to stay, for its high covering power and inconvenience in use were serious drawbacks, so much so that when Westmore's Overglo came on the market, it had a chance for a short flurry. Both were soon superseded by liquid make-up that had the advantages of cake make-up but none of its disadvantages.

Gelled cake make-up, based on fatty esters like isopropyl myristate, solidified by carnauba wax, have enjoyed a limited, but continued sale.

Then came compact or pressed powder, introduced by Ponds as "Angel Face". This is essentially face powder compressed into a handy purse-size cake that applies like face powder. While the exposition of the idea is new, related compact powders were known and made for years, but were not popular. They all had drawbacks. Pressed powder isn't as easy to make as it sounds.

Nail polish, another make-up and style accessory, has seen notable changes too. In 1928 only the clear polish was on the market. Cutex was tops in the field. Tint had been added about 1924. But the present day so-called creamy polishes did not appear until the early 1930's. Revlon too came into the picture in the 1930's, with LaCross joining about the same time. Duragloss arrived in 1938 and Neushaefer in 1946. The rest you know. Oddly enough, there have been few significant

changes in nail polish in almost forty years. For, about 1916, nitro-cellulose was first introduced into nailpolish. This was a significant novelty. There was little change until the 1930's when cream-type polishes came in. There has been nothing new since.

#### *Antiperspirants and Deodorants*

In 1928 the only antiperspirant was a liquid—a solution of aluminum chloride in water. Northam Warren bought Odor-o-no in 1929. The creams were of the deodorant type, only, consisting of from 10-20% zinc oxide, with or without an antiseptic, in a petrolatum base. Mum was bought by Bristol Myers in 1933. The first antiperspirant cream came on the market about 1934. It was a vanishing cream buffered to prevent rotting of fabric, sold under the trade name of Arrid.

Deodorant creams remain pretty much as they were. Now we stress deodorant colognes, based principally on hexachlorophene, bithiodol and potentially D.C.M.X. Earlier deodorant colognes depended on formal-dehyde for their effectiveness. In the last several years, the aerosol antiperspirant—deodorant, utilizing aluminum sulfocarbolate and hexachlorophene as active ingredients, has come on the market. About the same time, the liquid antiperspirant, long a minor item, was given modern form and dress in a polyethylene squeeze bottle. As a result, liquid antiperspirants are rising in total sales of the antiperspirant market.

#### *Dentifrices*

If we look back 25 years, Salt, Milk of Magnesia, Iodides and Pepsin were all made into tooth paste, with precipitated chalk as a polishing agent. Of these special ingredients, Milk of Magnesia continues to figure as an effective dentifrice with anti-carries potential. During 1928 Pepsodent claimed to "curdle and loosen film on teeth safely". First big development was the synthetic



A memorable toilet water trio of yesteryear: Palmer's Toilet Water; Palmer's Lilly of the Valley; and Palmer's Lilac Sweets.



detergent for dentifrice use, publicized as Irium. About the same time, both di- and tricalcium phosphates were developed and found to have some advantages over calcium carbonate. While glycerite of starch was the early universal vehicle, it gave way to synthetic or extracted gums such as the alginates, Irish moss extracts and cellulose derivatives. Glycerin was slowly being replaced in whole or in part, by sorbitol syrup or propylene glycol or both.

For a while there was a flurry in powdered dentifrices but today they account for not over  $\frac{1}{2}$  of the market. Powdered dentifrices got a shot in the arm with the ammoniated-urea type tooth powder, but now it is chlorophyll tooth paste with or without ammonia. Toothpaste is still king. The whole dentifrice market in the U. S. is about 120 million dollars, compared to around 33 million in 1929.

#### Depilatories

In this class of cosmetics two different types of products were popular 25 years ago. One was Zip, a wax-rosin type that was melted, applied to skin enmeshing the hair. When cold, the product was ripped off, hair and all. Zip advertised "it is off because it is out". Also popular, was the calcium sulfhydrate type exemplified by the new Neet cream depilatory, introduced in 1928. The depilatory market, about  $1\frac{1}{2}$  million dollars 25 years ago, is only  $2\frac{1}{2}$  million dollars in the U. S. today. There are practically no more sulfide depilatories—but reducing compounds are still the active ingredients. Today it is calcium thioglycolate in a true cream form, although the rosin type is now sold in soft semiplastic or emulsified form, still applied to the skin, but now covered with cloth or cellophane, then ripped off.

While numerous other types have been patented

throughout the world, the thioglycolate is the principal type of depilatory sold today.

#### Hormone and Vitamin Creams

The hormone cream of 25 years ago was not the product it is today. The earliest product in this classification was Amor Skin, selling at \$16.50 and \$25.00, soon followed by Rubinstein's Twin Hormone Creams. Amor Skin was claimed to be made from extracts of smooth skin animals and long lived turtles. Other products that followed contained either turtle oil, extracts of, or the powdered dessicated glands, such as pituitary, thyroid or ovary. The main problem with these creams was the difficulty of overcoming the odor of the gland extract and preserving them. Today one should not completely by-pass the basis upon which these glandular extracts were used. Our present day hormone creams, based on the purified estrogenic hormone of 10,000 I.U. potency per ounce, are already being challenged as skin youthifiers by horse serums and combinations of them with other physiologically active substances.

As for Vitaminized Cosmetics, Vitamin D was the first to be incorporated, later followed by the unstable Vitamin A. Although rather heavily promoted at the time, the idea did not take, partly because claims made for the products would not be accepted by governmental agencies. Then came a wild couple of years with the so-called Vitamin F, a mixture of essential unsaturates. This too has fallen by the wayside.

A period of use of the B-complex components, calcium pantothenate and paraminobenzoic acid (PABA) for hair coloring via the blood stream was based on the effect of both compounds on the color of hair of mice.

Now it is Vitamin B<sub>6</sub> as a possible ingredient of hair and scalp tonics, for the purpose of overcoming schorboic dermatitis.

#### Shampoos

In 1928, the only shampoos available were based on soap. The market for these was about \$6 million which dropped to about \$4 million by 1935. In 1949 it was about \$74 million and by 1951 the market was estimated at \$95 million, quite a remarkable growth.

Synthetic detergents and heavy promotion played an important role in this increase for now it was possible to wash hair clean even in hard water areas which comprise most of Canada and the United States. In 1934, one survey shows the following order: Castile Soap, Watkins, Packers, Ivory Soap and Fitch occupied the first five positions. By 1951 the order changed to the following: Halo first, Drene second. From there on it depends on the survey. Breck, Lustre Cream, Hudnut, Prell, Wildroot and Woodbury are all listed.

Cream shampoo was mentioned in the cosmetic literature about 1937 and came into being about 1940 in the U. S. by a Dayton, Ohio company under the name, Vita Fluff. It was based on a sodium alkyl sulfate paste. But it took Toni, Rayve and Lustre Cream to put the cream shampoo business "on the road", where it is now. The first important U. S. synthetic detergent shampoo was Drene, which held the field as a monopoly for several years. Then came Halo. Today it has replaced Drene in the number one position in the U. S. Both products are made from patented materials.



Baker's Tonic, a hair preparation largely distributed in the Southwest, has survived over a quarter of a century, according to manufacturer Hal Collins Co. of Dallas, Tex.

All this time Breck quietly spread from exclusive Beauty Shop use to drug and department store sales and today it is a real factor in the shampoo business, with different shampoos for each of the three different kinds of hair.

Most recent is the liquid cream shampoo. Those tested by our laboratory do not give the lather obtained from the other types. A couple of years ago Powers and Barnett published the results of their study of shampoos, based on a certain laboratory test. Their findings are that the leading shampoos on the market are poor detergents. Unfortunately, the consumer judges a shampoo by the lather produced in use. So, until some company educates the public to use a different shampoo, it is doubtful if poor lathering, but good detergency, will ever become important factors in the shampoo business.

#### Other Hair Products

The whole field of hair preparations, back in 1929, was about 1/10, or less, of the 350 million estimated for 1951. This includes shampoo, tonics, dressings, waving preparations, but not including the 55 million in home wave kits.

Most notable among the remaining hair preparations not yet discussed are the hair dressings. You may remember that Kremel was introduced in the early 1930's and Bryl Cream came to the U. S. in 1939. Cream Oil came in 1942 so that by 1944, when T. G. M. A. last met in Quebec, Wildroot was already spending a couple of million dollars in advertising. At that convention I mentioned that emulsified hair dressings are here to stay. This was so true that the leader prior to the war, Vitalis, was forced into making a cream hair dressing too.

At one point it seemed like making an emulsified hair dressing needed glyceryl monostearate, later cera emulsificans, then lanolin absorption bases or lanolin alcohols and finally sorbitol or mannitol oleates. Now an emulsified hair dressing can be either of the oil-in-water or water-in-oil type, so there are no restrictions on emulsifier choice today. It has now developed that hair, like skin, requires moistening for best condition. That may be the reason why cream hair dressings are so popular.

When we come to so-called hair *tonics*, there is nothing significant to report. The causes of baldness are proving to be as complicated as the cure. In a special conference held by the New York Academy of Sciences on "The Growth, Replacement and Types of Hair," many learned speakers discussed the subject. But the growth of hair on bald pates was as elusive as ever.

Meanwhile, a special hair growth hormone has been discussed by Roberts, while industry has, in turn, introduced estrogen containing scalp preparations. Flesch found that he could cause hair to fall out of the skin of rabbits by the application of various unsaturated compounds such as oleates, Vitamin A and even human skin sebum. This is not directly applicable to man but may be an indicator of the complexity of baldness in humans.

Only a brief resumé of hair dyeing is given for there is no new progress to report other than the large scale program of popularizing hair dyeing among consumers initiated by Tintair. In 1929 the hair dye business con-



This package would have been difficult to visualize in 1928.

sisted of 3.3 million, while by 1951 it was almost 12 million, a sizable increase but not particularly phenomenal.

#### Today's Problems

A lot has to be done to get full use out of radioactive isotopes in cosmetics. Already, skin penetration and antiperspirancy have found radioactivity a useful tool.

Aerosols, the latest form of cosmetic vehicle (about 25 million cans sold in 1952), continue to be tried. The aerosol is an expensive form of any cosmetic. Much has to be done to prevent corrosion, leakage and valve failure. Still more needs to be done on styling of cans and on the cost of the finished unit. Wheaton's new glass container shows some promise.

Allergy becomes a bigger bogey as the use of cosmetics expands. Perhaps the percent of allergic cases is no greater but numerically there are more. Manufacturers liability in allergic cases requires clarification, for it is hard to see how one can hold a cosmetic manufacturer responsible for individual reactions, which may basically be due to emotional, nervous, drug treatment or digestive disturbances.

Chlorophyll may be the greatest promotional flop or most exciting novelty in years but unless the basic research required is completed, it could easily have shot its bolt. There are many indications of value and as many skeptical uses. There is a need for standardization of material, test methods and assay.

A new vexing problem is poking its ugly head out at us in the form of inactivation of preservatives by non-ionic emulsifiers. This subject has been only briefly discussed in the trade and scientific literature. Unless something can be done about it, non-ionic emulsifiers may find themselves dropped from the array of available safe raw materials for cosmetic use.

Finally, I would urge each of you in the Toilet Goods Manufacturers' Association, to do your share of pulling at the oar. We are all in the cosmetic boat together. Let's have no bickering about how your home wave causes hair to drop out of the head but mine doesn't; that another's cosmetics are made with cheap scents but my perfumes are the expensive good stuff; that I don't have hormones in my cosmetics in 1945 or 1946 because I implied they were dangerous but today I find it expedient, good business and suddenly safe. Let's remember a little more of the golden rule.

These offenses against good taste and fair play, by the way, have been made by respected members of the industry.

Yours is the oldest active organized trade association of the cosmetic industry in North America. Your golden anniversary will be the proof that you know how to get together and solve your mutual problems. I hope to attend that meeting with you.

### Test of Point of Purchase Display

THE test of good point of purchase display is not how cute or pretty it may be, but whether it will sell goods. Some years ago we installed, in a drug store window, a beautiful lithographed display of a soap product featuring a gorgeous blonde with beautifully flowing tresses and school-girl complexion. A record of sales was kept during the life of the display. Some time later the same location was used for a similar period, but in this installation we used a plain card, lacking illustration, and merely setting forth the name of the soap and price. The last display sold better than twice as much merchandise as the first.

Pre-testing of displays is an excellent way to determine the value of certain displays over others. Select test stores in different locations, but with similar potentials, to determine which displays will sell more goods. Testing will take the guesswork out of many display problems.



"If we could only sell men our mascara, we'd double our business . . ."

Everyone agrees that mechanical displays are superior to those lacking motion. Nevertheless, a test conducted in independent drug outlets, proved that the motion display was a waste of the extra cost involved because the dealers just simply did not keep the displays plugged in.

Some types of retail outlets appreciate mechanical displays, although they cost the dealer something by way of the electric current to operate them, while other retailers are too penny wise to keep the displays plugged in.

We have tested many displays in the windows of H. E. Shaw Co. at the Statler Office Bldg. in Boston, and have come up with some interesting case histories proving the value of advertising at the point of purchase. A recent window display of a 4-in-1 combination screw driver sold 739 units in one week's time. A window display of the new Scope cigaret holder sold 47 holders in one day.

Richard C. Pinney, president and treasurer of H. E. Shaw Co., is a staunch believer in point of purchase advertising. On Nov. 2, 1949, he had the Pinkerton Agency clock a window display we had installed for him featuring a mechanical laughing man advertising Ronson lighters.

Two checkers were used to keep a constant watch over this window between 8 a.m. and 10 p.m. Their report shows that 7,270 people passed this window during the day and that 4,110 stopped or hesitated and registered interest, amusement, and laughter over this mechanical man's movements.

People look at window displays. Window shopping is one of our national pastimes. The smart advertiser should do his best to capitalize on this basic urge and make it work for him on those brands he seeks to push.

Point of purchase is the only medium of advertising that can be measured in terms of sales. This is a fact because there is no time lapse between the advertising impression and the act of purchase. Furthermore, impulse buying is possible only at point of purchase. While the uses of point of purchase advertising are many and varied, its principal function is to move merchandise from retail stores into the hands of consumers.

A recent display test, in several large drug stores, of nationally advertised brands against unadvertised brands showed that displayed products of unadvertised brands outsold nationally advertised brands which were not displayed—proving that display at the point of purchase is the answer to moving goods.—*Julius Teich.*

A good salesman can't be selfish. He has to learn to get along with other people, to develop qualities of leadership and powers of imagination, and to be in good physical condition, because "a salesman's life is not an easy life. He has to keep his mind on edge and his character on the level."—*Charles T. Lipscomb, Jr.*

One important way to avoid out-of-stock conditions in drug stores is for manufacturers' representatives to visit the stores . . . look for impending stock shortages . . . and call them to the management's attention before they become serious.—*Otto Norton.*

# An Englishman



## Goes to Europe

*Random observations from the diary of an authority on cosmetics,*

*F. V. Wells\*, F. C. S., M. R. I. who recently visited France and Holland*

**I**NDISPENSABLE to the American visitor to Paris: Art Buchwald's "Paris After Dark," published by arrangement with the New York *Herald-Tribune*. Somewhere or other in its eighty kaleidoscopic pages you can find out where to eat, what to drink, how and where to find some amusing relaxation and, best of all, how to accommodate yourself to the unfamiliar surroundings. Salted with a little Rabelaisian wit and spiced with just enough of the fashionable Thurber humour, it's a handy guide and a memory-evoking souvenir.

I sometimes wish I could write like Frankie Chilson. Whether you approve of his ripe anecdotes or blustering pleasantries is beside the point: he loves to get around, loves to tell everyone about it, and somehow or other his story telling gets you. (When he complains that he found touring Europe a bore you can forget it, because it's quite obvious from his published observations that he didn't.) Anyway, I'm no Chilson, so will make my comments as brief and matter-of-fact as possible.

### **Congress of Aesthetics and Dermatology**

The major business of my most recent trip to France was to attend the 7th International Congress of Aesthetics and Dermatology. This was held in one of the innumerable salons of the vast Cité des Congrès, a collection of semi-permanent exhibition buildings situated towards the southwest outskirts of Paris. This particular Congress was by far the most ambitious and

lavishly devised gathering of its kind that has ever been staged outside the United States. French perfumers rubbed shoulders there with German dermatologists, English cosmetic chemists, Italian *professori*, Swiss and Swedish beauticians, Dutch research workers, and a fair sprinkling of progressive cosmetic manufacturers from various parts of Europe.

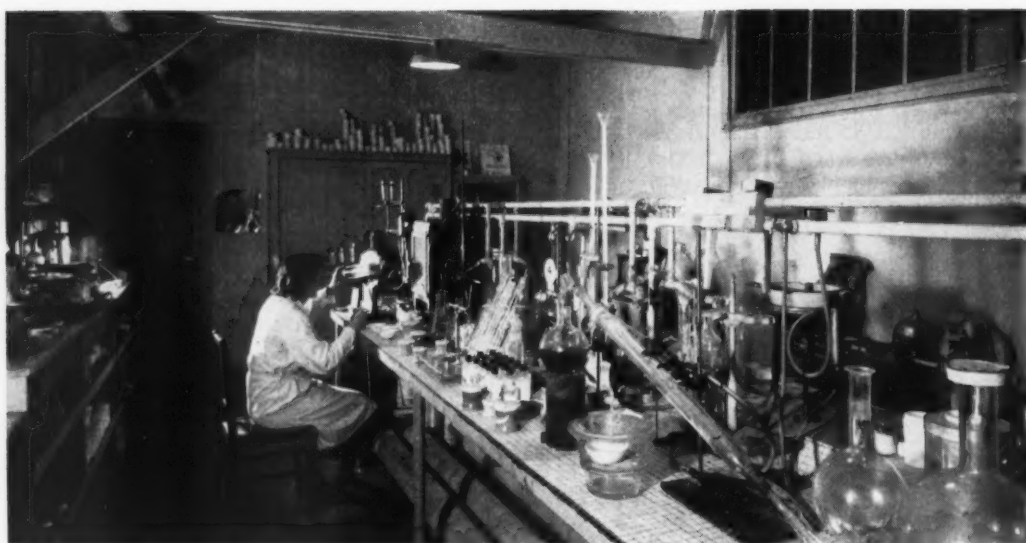
Concurrently with the VIIe Congrès International several other meetings were held in different parts of this Exhibition City. They ranged from the important 26th International Congress of Industrial Chemistry and the European Conference of Technical Chemistry to more specialised gatherings interested in corrosion problems, oils and fats, surface-active agents and synthetic perfumes. It was rather a pity, I felt, that so many of these meetings overlapped. I was compelled, for example, to miss Hugo Janistyn's talk on "The Behaviour of Chlorophyll Derivatives in Tooth Pastes," in order to hear Professor Guastalla outline recent work on the "Laws of Adsorption."

### **Outstanding Papers Presented**

Outstanding among the papers presented at the Congress were Dr. R. Renaux's talk on the "Possibilities of Rejuvenation"; Dr. R. Maurin's "Tissue Extracts"; Jean d'Estrées' lightning sketch-illustrated exposition of "Make-Up Adapted to the Individual Face"; E. Bourdet on "Modern Lipsticks"; Marcel Contier on "Capillary Cosmetics"; E. Mahler on "Flow Properties of Milks"; and Drs. Schmid and Neurnbergk, who dealt separately with different aspects of plastic sur-

\* Editor, Soap, Perfumery & Cosmetics, London.





A corner of one of Dr. N. G. Payot's laboratories at Bois-Colombes. Dr. Payot is a woman doctor whose *Germinal* preparations have won her considerable renown on the Continent. She emphasises skin health and the medico-cosmetic approach as the only sure way to facial beauty.

gery. Other stimulating papers were presented by Jack Pickthall, Dr. L. Ivanovszky, Pierre Vélon, Jean Morelle, P. Rovesti, Mme. E. Rovesti, Dr. Horst-Gohlke, Fernand Aubry, L. Lambergeon and S. Sabetay.

#### *Maison de Navarre Missed*

We all missed Maison G. de Navarre, who like myself had been elected a President by the organizing committee. We hoped that he would be able to come, right up to the last minute. Nevertheless, we realized that, even in these days of air transport, Detroit is still a long, long way from Le Bourget. So we are all hoping to see you next time, Ed.

Paris is rather like Piccadilly: so long as you stick around, you're sure to meet most of your friends there, sooner or later. On this occasion I met Dr. L. Ivanovszky, D.Sc., F.R.I.C., M.I. Chem. E., F. Inst. Pet. (and so on)—probably Britain's foremost authority on the waxes. I had written to him, at his home in Wales, at intervals over two or three years, but it remained for the Congress to bring us together in person. I also met there, for the first time, Alfred Wagner (authority on the Aldehydes), Hugo Janistyn, Dr. Emma Fenaroli (shrewd, kindly and knowledgeable editor of the *Rivista Italiana delle Essenze e Profumi*), and M. Dony (secretary of the *Société Belge de Cosmétologie*.) Then, of course, there was the pleasure of meeting many old friends: Dr. Sabetay, Marcel Gattefossé and René Colson, for example, all of whom devote some of their time to producing an excellent trio of French perfumery journals.

#### *Americans in Paris*

Though Rome bids fair these days to oust Paris as the headquarters of American tourists in Europe, there are still many who remain incurably addicted to the capital of France. One such is post-war expatriate Harrison Elliott, charming and affable publicity man, whom I met for the second time in his office at 20 Place de la Madeleine, right in the heart of the city.

Harrison Elliott is too modest to let you know that his were the brains behind many of the important fashion developments in France during the past seven years—but it's true, all the same. Ask Dior, Jacques Fath, Dessès or Balenciaga. In the same building is S.P.C.'s writer on beauty fashions and European cosmetics, Jane Barry. From shoes to hats, from make-up to costumes, and from petticoats to perfumes—there is little indeed that escapes the attention of such dedicated and indefatigable spirits as Elliott and Barry. There's a story for *Collier's* or the *Saturday Evening Post* in the fashion-promoting activities of Harrison Elliott, who decided after the war to adapt American publicity ideas to Parisian requirements.

#### *Art of the French*

The French have an undoubted genius for infusing ordinary, everyday affairs with colour, imagination and apt comment. From the Street of the Fishing Cat it is no great distance to the Rue St. Jacques, where I noted two shops romantically styled *Le Temps Retrouvé* (Time Regained—from the great work by Marcel Proust) and *Au Roman de la Rose*. Where else in the world could one hope to find such living testimony to artistic traditions? Certainly not in London or, I take it, New York.

#### *Living and Eating*

From Le Bourget Aerodrome one travels by coach to the Gare des Invalides. From there I took a taxi to one of the big, luxury hotels near the Etoile and the Arc de Triomphe—but one week at the 5000 francs per day level was enough for me. I am not easily impressed by flunkeydom and false servility sold at high figures. Also, I don't much care for the highest class of hotel, which is practically identical, soulless, and international (in the worst sense), whether one encounters it in Paris, Rome, London, Madrid or Amsterdam. So I packed my bags and moved to a pleasant little hotel in the Boulevard St. Michel, where I



was charged slightly more for a week than the first hotel had charged me for a day. To know one's way about the city and to understand at least something of the language are probably essential, however, to the effecting of such economies. I was fortunate, too, in being accompanied by Dr. Raphael Matalon, my co-delegate to the Congress elected by the Society of Cosmetic Chemists of Great Britain. Dr. Matalon took his first degree at Lyon and his second at Cambridge. Knowing Paris like the back of his own hand, he introduced me to several inexpensive but excellent restaurants that you won't find in the guide book. One night, for example, three of us dined at the Restaurant de la Falaise, near the Gare de Montparnasse, and had about a dozen dishes between us for the total sum of 2,280 francs. This included the following drinks: 3 Pernods, a half-bottle of Graves, 1 Armagnac, 2 Cointreaux and 3 bottles of Perrier water! Yet some visitors complain about the incredible cost of living in France.

#### *Displays of Cosmetics*

Among the shop displays of cosmetics we particularly noted the prominence of Lancôme. Elizabeth Arden's world-famous wares were also well to the fore and, in the Place Vendôme, we noticed a commendably artistic Yardley display (much more effective, if I may express the opinion, than some of their current efforts in London.) French women seem to be much less keen on polythene bottle packs than the British: judging by some of the more unsightly plastic bottles, I'm not surprised. A completely new packaging approach is needed in this field.

I was particularly impressed by the general décor and arrangement of the salon and laboratories of Marcel Contier in the Rue Fortuny. M. Contier is one of the most promising of the younger generation of

"cosmetic impresarios" in France: he is also a prominent member of the Société Française de Cosmétologie.

#### *Pocket-size Technical Books*

What Do You Know, or rather "Que Sais-Je?" This is the title of a most interesting and comprehensive series of popular science and technical books, pocket size, written by acknowledged authorities and published by Presses Universitaires de France, Boulevard St-Germain, Paris. I warmly recommend the following three texts to readers with a sufficient command of the language: "Les Hormones", by Pierre Rey, Dr. ès Sc., 1951; "La Peau", by Paul Blum, M.D., of the St-Lazare and St-Denis hospitals, 1953; and "Le Sang", by Prof. Louis Van den Berghe, 1948.

#### *A Genuine Cosmopolitan*

Eddie de Navarre complained to me, some months ago, that I was losing my cosmopolitan look and becoming more English in appearance. The truth is that I'm getting older, fatter and more harmless. However, I was delighted to have a Frenchman ask me the way to the Rue du Banquier as I strolled one evening along the Boulevard de Montparnasse, and still more amused when another gentleman asked me at Longchamp, in French of course, if the second race had been run. So I'm not doing so badly, eh Ed?

#### *Travels in Holland*

I have been invited twice to Holland during the past three years. This speaks eloquently for Dutch hospitality: to say more would be an embarrassment on both sides. According to Chilson, "Don't go to Venice. If you want canals go to Holland. The canals do not stink." Very true. He adds: "The Dutch are

Roof-garden at Elizabeth Arden's Place Vendôme salons, where exercises and certain treatments are carried out in Summer, and where the clientele may relax after more active treatment.



clean, stolid and solid"—but this is only two-thirds true. The Dutch are neither stolid, dour nor taciturn. Indeed, the Dutch professional or business man (not forgetting his charming wife) is apt to be more cosmopolitan than his French counterpart and certainly not less lively. The Dutch are good linguists. They appreciate good food and varied conversation. Many of them that we had the privilege of meeting—in Amsterdam, the Hague, Zaandam, Naarden, Hilversum, Bussum, Rhenen and various seaside resorts—were extremely well read, cultured people, fond of hard work and equally fond of convivial relaxation. This is written not to flatter the Dutch but to undermine a popular fallacy. Holland is an ideal vacation centre for people who want to travel but are fluent only in English.

At the Paris Congress I was able to renew acquaintance with Dr. M. G. J. Beets (Polak & Schwarz) and A. H. Ruys (Naarden). Both of these chief chemists read papers at the Symposium on Synthetic Perfumes. Previously I had met them in their respective factory laboratories at Hilversum and Naarden. Both are expert linguists.



Raphael Matalon, Ing. Dr., Ph.D.

Another variation on this persistent Paris-Amsterdam theme occurred in the celebrated Vijff Vlieghen (Five Flies) restaurant, where my friends and I made the acquaintance of two charming American ladies, Mrs. Janet Moody from New York and Mrs. Fay Hunt from Wyoming, who had come from Paris, where they are stationed with their U.S.A.F. husbands, to enjoy a brief trip to the Netherlands. Cosmetic note: the ladies, who were most attractive representatives of American womanhood, used Revlon lipstick, very little make-up and had a preference (dare I mention it?) for French perfumes.

#### *New "Nardenised" Essential Oils*

Practically all have heard of the new "Nardenised" essential oils. The talk given by Mr. Ruys at the Symposium undoubtedly aroused further interest in this novel range of perfumery materials, which have something in common with the absolutes and represent a

fresh outlook on the problems of cleaning-up and de-terpenating the natural oils.

During my visit to Zaandam and Hilversum I made the acquaintance of several star perfumers at the Polak & Schwarz establishments, including Mr. C. Faber, whose "Muguet Fabré" won him first prize in an international perfumery competition in 1937. (Another major prizewinner, by the way, was Mr. Albin Wilko, c/o the Felton Chemical Co., for his "Valley Lil".) Muguet Fabré contained some 20 per cent of the now well-known P. & S. Speciality, Muguet Longchamp, as well as 14 per cent of phenylethyl dimenthylethyl carbinol. On the flavors side, I was particularly impressed with the same firm's William pear, banana and gooseberry flavors—and by the technical brilliance of such flavor artists as Mr. J. Moll.

#### *Cosmetic Fashions in Holland*

I have written elsewhere of the many-odored Dutch tulips, which Jack Pickthall and I investigated in the colourful tulip gardens of the Keukenhof, at Lisse, and Flora at Heemstede. A detailed account of our findings, linking each perfumed tulip with what we consider to be its type of odour, is being published in the 1954 edition of the Royal Horticultural Society's "Daffodil and Tulip Year Book." Regrettably omitting any detailed reference to the excellent meals that I had at the Bali and Lido restaurants in Amsterdam, and at the picturesque Koetshuis at Rhenen, I can hardly conclude without some mention of the current cosmetic fashions in Holland. First of all, one is bound to note the multiplicity of Dutch hair lotions, all of which optimistically aim at biological effect. In the fashionable Kalverstraat, certainly one of the smartest and most compact shopping centres in Europe, I noticed a distinct preference for American and French products. Guerlain's "Mitsouko", "Liu" and "L'Heure Bleue" perfumes were well to the fore. Other preparations noted were those of Helena Rubinstein, Dorothy Gray, Elizabeth Arden, Max Factor, Revlon, Houbigant and Coty.



Dr. Sebastian Sabetay



C. Faber, creator of Muguet Fabre, is one of the leading perfumers attached to Polak & Schwarz, Zaandam and Hilversum, Holland. He is a man of keen olfactory perception, with a vivid "odour imagination", enabling him to use a remarkably wide range of raw materials to maximum effect.

### Talking to a Parade

THE circus comes back every season: same old stuff—same clowns, same animals, same ballyhoo you saw when you were a kid. True enough; but since last year, when our faithful standby shuffled through the streets, 2,000,000 Americans have arrived on the scene—2,000,000 more people who have never seen an elephant.

And in that same interval, a million boys have reached the girl-crazy stage and started shaving the fuzz off their chins for the benefit of another million young women who have suddenly become acutely clothes-and-cosmetic-conscious.

Another 2,000,000 folks have up and married—started new homes, bought new furniture, new linens, tools, toys, household appliances. Yesterday they "weren't interested." Today they are. Tomorrow other people will be.

That's why Old Faithful moves along serenely confident that among every bored group of people who say, "That's just an elephant," a host of eager voices will shout, "Oh—that's an elephant!"

We suppose this could be expanded into a political analogy, too; but for our non-partisan purpose we're content simply to reiterate the point that when you're advertising a product you're not talking to a grandstand, but to a parade—new faces, new buyers, constantly on the move.—Footnotes.

Subtlety is the art of saying what you think and getting out of range before it is understood.—*The Item*.

Compromise is a deal in which two people get what neither of them wanted.—*Gasport*.

### Chlorophyll Held An Excellent Contact Deodorant

WATER soluble and oil soluble chlorophyll products are excellent contact deodorants, according to Dr. Louis Barail, consulting biochemist and toxicologist of New York, speaking at the recent meeting of the American Pharmaceutical Assn. in Salt Lake City, Utah.

He reported the following findings from investigations he conducted in the laboratory and in the field on preparations containing chlorophyll derivatives to determine their efficiency as local deodorants:

The active ingredients were of various kinds, colors and concentrations. The product tested included tooth pastes, mouth washes, candies, chewing gum, soaps, shampoos, surgical solutions, bath towels, diapers, toilet tissues, feminine hygiene products and air deodorizers. All products were compared with similar formulae used as controls or with placebos.

Dr. Barail classified these products in 5 groups:

- 1) Those which are applied locally and deodorize by contact.
- 2) Those which are taken by mouth and deodorize by contact.
- 3) Those that are taken by mouth for the purpose of deodorizing locally without contact.
- 4) Toilet goods deodorizing by contact.
- 5) Air deodorants.

According to Dr. Barail, three years of active research have established the following facts which are substantiated by hundreds of laboratory and field tests conducted with the new Barail Osmagraph:

- 1) Water soluble and oil soluble chlorophyll products are excellent contact deodorants.
- 2) Their deodorizing value is directly proportional to their concentration and varies with each of them.
- 3) Products containing sufficient amounts of these chlorophyll preparations are excellent contact deodorants, such as: tooth pastes, mouth washes, surgical lotions, candies, chewing gum, colognes, cologne sticks, cooling lotions, soaps, shampoos and tablets for enteritis and colostomy patients. This also applies to towels, diapers, tissues, feminine hygiene products, babies' underwear and bath slippers when properly treated, and to air deodorizers.

Dr. Barail added that he did not find any conclusive evidence of the systemic deodorizing efficiency of chlorophyll tablets or capsules against odors of breath, underarm perspiration, nor foot odor, body odor or menstrual odor.

Every horse race illustrates a very simple but important point in business: That it pays to get out in front, and stay there. Also that when you get out in front your competitors will have to run a lot faster than you do in order to catch up.—*R. O. Eastman*.

The most extensive advertising campaign embracing the most expensive art, the most compelling and powerful copywriting and the most elaborate direct by mail pieces fades into comparative usefulness if the concluding and final words of the individual sale are not ex-

pressed with knowledge and authority by a salesman who has gained the confidence of the customer.—*Eugene Ackerman.*

### **"Try before You Buy"**

**T**HAT is the keynote of Merle Norman's cosmetics' sales efforts. The house, offspring of Nethercutt Labs., offers a complete home complexion treatment line, as well as a men's products series.

The firm uses every possible means to keep its name before the public, using studios throughout the country—and some outside—each offering free demonstrations.

The most dramatic expression of this public consciousness is a magnificent new 70,000 square foot plant in Los Angeles. Surrounded by California shrubbery, and built along ultra-modern lines, it is located on a five-acre tract at the corner of Bellanca Avenue and Arbor Vitae Street.

The building boasts a lobby and showroom, a sales and demonstration studio, and a classroom where visiting students receive instruction.

Believing that goodwill starts at home, the facilities for employees include every possible modern convenience, including a cafeteria and outdoor patios.

The building is fairly equally divided between administration offices, warehousing and manufacturing. Its location is strategic: adjacent to the International Airport and on a railroad siding of the Southern Pacific Railroad, thus permitting quick air freight and rail shipments. Furthermore, the plant boasts special facilities for cross country truck loading.

Last, but not least, no one could possibly pass by the imposing structure without noticing it, turning it into a veritable three-dimensional advertisement for Merle Norman cosmetics.

### **Suggestions for Management**

**T**HE following interesting suggestions were made by H. K. McCann in an address to employees of the big business of which he is chairman:

1. Never do anything yourself that you can get someone else to do. The more things that someone else does for you, the more time and energy you have to do those things which no one else can do for you.

2. Never hate anybody. Hatred is a useless expenditure of mental and nervous energy. Revenge costs much of energy and gains nothing.

3. Do good to your friend to keep him, and to your enemy to make him your friend.

4. It is far more important to learn what not to do than what to do. You can learn this lesson in two ways—the first of which is by your own mistakes; the second is by observing the mistakes of others. Any man who learns all the things he ought not to do cannot help doing the things he ought to do.

5. A man can do anything he wants to do in this world, at least if he wants to do it badly enough, if he has the will to succeed.

6. There are two cardinal sins in the economic world: One is giving something for nothing, and the other is getting something for nothing; and the greater sin of these is getting something for nothing, or trying to do so.

7. It is far easier to make a profit on a very small capital invested in any business than it is to make the same proportion of profit on a large capital. Large operations breed extravagance and bureaucracy.

8. One of the most sublime things in the world is plain truth.

9. The hardest labor of all labor performed by man is that of thinking. Train your mind to hard thinking and you are on your way to accomplish whatever you desire.



A front section of the new Merle Norman Los Angeles plant.



EDWARD SAGARIN:

## Cosmetic

# Buying Behavior

## of American Women\*

**T**HIS is the era of surveys. As politicians study the Gallup polls and as Kinsey becomes a household word throughout America, no businessman dares to launch a new product without taking, in his own limited way, the pulsebeat of a cross-section of the country. He seeks to determine how many similar products have been sold during recent years, how many will be purchased in time to come, why some people did buy and why others did not, and how many more units might have been sold had the product been a few cents cheaper. He test-markets to find out whether a blue package will make a better appeal than a red one. His questions are limitless and they can be answered—if at all—we repeat, *if at all*—only by a consumer survey.

Surveys of buying habits, so far as a particular commodity or group of commodities might be concerned, generally fall into two categories: those that investigate past or present buying habits, and those that seek to anticipate the future. The importance of the former is obvious, for only by understanding that the future is an uninterrupted continuation of the past can we take planning out of the realm of crystal-gazing and give it a scientific foundation.

### *Advantages and Shortcomings of Surveys*

Studies of consumer buying habits of cosmetics have been conducted quite regularly by various publications, sometimes among their own readers, and at other

*\*A critical analysis of the exploratory survey*

*conducted for The Toilet Goods Association*

times in a given area or market. Surveys of this nature present numerous advantages and disadvantages. Their shortcomings, so far as we can determine, are twofold: first, the readers of the magazine constitute an unrepresentative sample of the buying population as a whole; second, the survey-takers are prejudiced in favor of finding that these readers constitute avid users of the various toiletries. If such statistics resulting from questionnaires, oral and written, were read and understood as indicating nothing more than the buying habits of the readers of a given publication, then the first objection would be disposed of without more ado. However, if the magazine surveys were confined in their meaning to the readership of a given publication, then they would have little significance save for the advertising managers of that magazine and the account executives of a few agencies.

### *T.G.A. Sponsored Survey*

Bearing in mind that the billion-dollar toiletries industry had never made a study of the cosmetic buying





habits of the American female (or male either, for that matter), the Toilet Goods Association, through the efforts of the National Family Opinion, Inc., sponsored such a survey earlier this year, and made known the most salient facts concerning it, first at the T.G.A. convention in New York last May, and later in the Proceedings of that convention.

#### ***Urges Study of Findings***

The present summary of the findings of the T.G.A. survey is not meant to replace a perusal of the original, which should certainly be scrutinized in the most minute detail by marketing and merchandising men, by agency executives and even by those engaged in the development of new products.

#### ***Statistics Confusing***

At the outset, it should be pointed out that although 1500 families were consulted, there were 2224 individuals who completed the interview, with more than one person filling out questionnaires in a single family. In the form in which the material was made available, the statistics are rather confusing. Perhaps it might have been preferable to study the buying behavior of families, not of individuals. For example, in the very first table presented by National Family Opinion, it is found that 81.0% of the respondents personally buy toothpastes and tooth powders, 48.2% lipsticks, 32.5% home permanents, and so on. Obviously, more than 48.2% of the *women* use lipsticks, and probably more than 81.0% of the *families* use dentifrices. If the total buying habits of the *entire* family were correlated, it might show that in about 98% of the homes someone is purchasing lipsticks and dentifrices. Exactly what importance to attach to the lower figures is difficult for this reader to determine. However, there is a later table which indicates that the women outnumbered the men in the sample by about two to one, and it is possible to salvage something by reworking the statistics.

#### ***Drug Stores Lead as Sales Outlets***

The place of purchase plays an important role in marketing plans, and the study brings out some interesting facts and figures, particularly inasmuch as this is information that is quite reliable when obtained by a mail questionnaire. The drug store remains in the lead, having a greater percentage of the business than any other outlet in every instance and for every product except nail enamel and removers, in which the variety store outdistances the corner apothecary. Even in perfumes and other fragrance products, the drug store was chosen by more people than the department store, although it is quite possible that the total dollar volume in the latter would be greater than in the former. Furthermore, this entire question of place of purchase is interrelated with the size of the city and the type of facilities therein.

#### ***Supermarkets and House to House Sales***

Where do the supermarkets fit into the cosmetic picture? They are mentioned by some 20.1% of the respondents as the place where dentifrices are bought, by 17.3% as the source for shampoos, and by lesser numbers for other products. Although house to house

sales never exceeded 20.6% for any single item (make-up bases), it played a not inconsiderable role in every item under study, excepting home permanents.

The people being surveyed were asked to name their preferred place for purchasing cosmetics, and a preponderant majority chose the drug store. However, when it came to the "second in importance" choice, there was a scattering among supermarkets, variety stores, department stores, and even some interest in the men and women who knock upon the doors. The reasons given for preferring the outlet named are varied and worthy of careful consideration: more complete selection, brands liked, best quality, best service, location, price, charge account, and others. Some people indicated that they had changed their outlets for various purchases, gave the nature of the switch and the reasons for such, but the number of those replying was so small that it would be misleading to make generalizations. For example, 128 people indicated that they had changed their place of purchase for creams and lotions, but while 11 people went from drug store to department store (and five of them because of convenience), there were five others who reversed this, dropping the department store in favor of the drug store and all of them likewise gave convenience as the reason. Now, from five or even 11 people who have switched for one product, it would be folly to draw serious conclusions. The only thing one can search for is a trend, and if this is present at all, it is that house to house canvassing and supermarkets have lost fewer customers than they have gained, but even this is said with emphasis on the paucity of the sample.

The table devoted to size is probably one that was filled out with the greatest of doubt in the minds of many users. Even as one goes to the dresser or to the medicine chest to verify the answers, it is difficult for the average consumer to state the number of ounces in a nail enamel or whether the lipstick is large, medium, or small. As a result, a large minority of the respondents failed to answer the question, and manufacturers will have to study the remaining replies in relationship to their knowledge not only of the relative demands for their own various sizes, but also of the demand for competitive products.

#### ***Trend to Larger Packages***

As an overall picture, the data on size preferences show a tendency on the part of these consumers to prefer the larger packages, excepting for perfumes and other fragrance products. That this is to a large extent an accurate reflection of the economic conditions prevailing in the United States seems obvious. At a time when the housewife or homemaker is not squeezed for the last penny in her effort to pay the landlord or grocer, she is liable to spend a few extra cents for what is called—and accurately so—the economy size.

How much is usually paid by the consumer for the package purchased? From one-sixth to one-third of the respondents failed to reply to this question, due mainly to doubt, memory failure, or mistrust of one's own recollection. Most buyers stated that they paid less than 30 cents for nail enamels and removers; while one-third or more buyers replied that they paid over a dollar for each purchase that they have been making of shampoos,

after-shave preparations, talcum or dusting powder, perfume, cologne, toilet water, bath preparations (other than soap), hand lotion or cream, lipstick, and other products.

#### **Replies that Tax One's Credulity**

To those who have followed the cosmetic industry with care, some of these replies must tax one's credulity. Take lipsticks, for example. Only 21.4% admit that they usually pay less than one dollar, 16.1% state that they cannot report on the price, and 60.4% claim to pay between one dollar and two. The few remaining are in the upward of two dollars class.

When one turns to the next set of statistics and discovers the number of units that the buyer claims to purchase a year, this information on price takes on added significance. One out of every five buyers of shampoo finds it necessary to purchase that product ten times or more per year. However, only a negligible number indicated that they buy a small size, and a majority prefer the largest size. When it is realized that very few admit that they pay less than 49 cents per unit, it can be seen that this sample represents people who claim to be spending most of their time and money emulating Mary Martin.

To return to the lipstick figure, the average person answering the query indicated a purchase of about three lipsticks a year, and at the rate at which these lipsticks were paid for, as mentioned above, it would provide a per capita adult female expenditure of between three and five dollars a year on tinting the lips. Even the more conservative figure would lead to some two hundred million dollars in lipstick business per year, which figure is out of line when compared with other available information.

#### **Caution in Accepting Age Statistics**

Another highlight of the survey deals with the age at which the buyers started to use a particular product. Many women were introduced to some or all cosmetics before the age of 15, and most cosmetics that were destined to be used at all were employed before the age of 25. An exception is the home permanent, presumably because it was not known when grandma was a girl. Nevertheless, we would caution against a hasty interpretation of this information, for we believe that the youth of today is being indoctrinated in the use of cosmetics at an earlier age than is revealed in this study, for many of the older respondents did not begin to use makeup and other products in their teens or even twenties because of the moral sanctions then prevailing. Very few of the young women of today—fewer, indeed, than their mothers and their great-aunts—will await the age of 45 to use a bath preparation or a "wicked" perfume for the first time.

The people replying to this questionnaire came from various geographic areas of the United States, from rural and urban communities, cities of all sizes, from families with incomes ranging from less than two thousand dollars per year up. Breakdown by geographic area failed to uncover a single instance of striking dissimilarity in the buying habits from one part of the country to another.

Of all the material brought together in a compact and fact-packed study, we were most skeptical of the replies

dealing with the types of advertising that influences a purchaser. There were 38.7% who claimed that they were untouched by any and all advertising, immune to one type of appeal as well as to another. Of those who confess that they come under the influence of advertising, the most important medium mentioned was the magazine field, followed by television, radio, and newspaper, in that order. Only a few were willing to admit that they made their purchases because of displays in stores.

The above is a summary, sometimes critical, sometimes factual, of the survey. It would be unfair to close these comments without a word on the study as a whole. The working out of a practical, valuable questionnaire was a herculean job, and the marshaling of the data even more so. This task was complicated by the nature of the cosmetics industry, subdivided as it is into a score of individual products, some of which are not too clearly defined in the public mind, and in each product one encounters literally scores of brands, trade names, sizes, price ranges, and several different types of outlets. The T.G.A. survey was exploratory, was handled not only with imagination but with courage, and succeeded in gathering data where no one had dared to enter with calculating machine before. The facts were presented in an objective and unbiased manner.

That the sample may not have been completely indicative of the purchasing behavior of the American consumer as a whole is indicated here and there. That the respondents may have exaggerated at times, or allowed memory and imagination to play havoc at others, does not contradict the fact that this is the best available material thus far obtained. To arrive at the truth, it must be balanced with all other data, using governmental, industrial, and private sources. It will be useful if this study is not used to replace but merely to supplement material available elsewhere.

And now, after all of these solemn percentages to the first decimal point, let us conclude with a light note of our own. Two statements gleaned from these tables baffle this reader. Of those who found house to house their first choice as outlet, 17.4% gave as their reason that it carries "more complete selection"! (The Avon and Fuller representatives must be using elephants to carry those sample kits). And, while on another page we were quite willing to accept the statements of hundreds of women that they buy the shaving soaps, shaving creams, and after-shave preparations for their husbands, we were a little nonplussed at the reverse side of the coin, when 28 males asserted that they are the ones who buy the lipsticks. Indeed, there are still some patriarchal vestiges in the American family life!

There are one-story intellects, two-story intellects, and three-story intellects with skylights. All fact collectors, who have no aim beyond their facts, are one-story men. Two-story men compare, reason, generalize, using the labors of the fact collectors as well as their own. Three-story men idealize, imagine, predict; their best illumination comes from above, through the skylight.—*Oliver Wendell Holmes.*

The only thing that isn't hard to get these days is confused.

## *Another Feather In Our Cap . . .*

# the Sampler!

Both our readers and advertisers are delighted with *The American Perfumer's* exciting new merchandising idea—the SAMPLER.

It answers our readers' long-felt need for a simple method of obtaining samples of compounds and specialties in practical, economical quantities for research and product development. Published monthly as a special section, it is useful as a handy reference file of available products and supply sources.

And our advertisers welcome this low-cost opportunity to alert their customers and prospects to new and established products.

The SAMPLER is another example of *The American Perfumer's* service to the cosmetic and allied fields. Like all our features and articles, it stems from our editors' constant awareness of readers' needs and interests. And this results in specialized and balanced editorial content which attracts management, production, sales, and advertising executives, and creators of cosmetic items.

#### How the SAMPLER works

- each unit ad, standardized in size, describes a single product or specialty
- Dual-Use coupon enables readers to order samples or more information by key-number system
- advertiser decides on nominal price for each sample; no give-aways



the American Perfumer  
and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

48 West 38th Street, New York 18, N. Y.

A Moore Publication—Member ABC, ABP

# How Mathes Merchandized

it's fresh! it's fabulous! it's for YOU...

## "RED HOT 'n BLUE"

by CUTEX



*For That Beautiful American Look*

...that beautiful American Look!

AT THIS TIME OF YOUR VACATION...  
 Consider the fact that if you have a beautiful American look, you will have a beautiful American vacation. That's why you should have a beautiful American look. That's why you should have a beautiful American look. That's why you should have a beautiful American look.

Begin with a good basic facial.  
 Soften your skin.  
 Add a sparkling, beautiful smile.  
 Highlight with "naturally color" hair.  
 That looks so naturally early.  
 For hand-to-hand conversation.  
 Here for the finishing touch.  
 For finishing touches.

## Cutex Products

Eight related items tied in for promotion  
that resulted in big upsurge of sales

ROGER BARTON\*

Tie-in promotion began with Cutex nail polish and Cutex lipstick, included six other items for good grooming. Most cosmetic tie-ins are "high fashion," are successful in department stores but have limited appeal elsewhere. Mathes broadened Cutex promotion to produce sales volume in drug, grocery, and syndicate stores.

IT will be interesting to see whether this Fall's cosmetic promotions produce any as successful as the Red Hot 'n Blue related-item promotion that the J. M. Mathes agency managed for Northam Warren Corp. last year. Cosmetic promotions often display advertising ingenuity and effective merchandising tactics, and the "Strike Me Pink" promotion that Mathes put on for the same client the year before was in this tradition. But the Red Hot 'n Blue promotion was unusual for other reasons besides.

In the first place, the idea was to tie in the Northam Warren products, Cutex nail polish and Cutex lipstick, with six other items that a woman needs to be well-groomed. Cosmetic promotions generally are of the so-called high-fashion variety, where a new lipstick shade is tied in for sales purposes with a fabric of the same shade, a pocketbook, or some other clothing accessory. Tie-ins of this kind are successful in department stores, but have limited popular appeal.

The plan that Mathes developed for its client was to broaden the sales appeal, so that the products could be sold in volume in drug, grocery, and syndicate stores, such as Woolworth and Kress. Aim was to sell Cutex nail polish and lipstick in conjunction with the products of other manufacturers that also help a woman to maintain beauty of hair, skin, eyes, and smile.

Mathes representatives led by their merchandising

department head, Tom McCauley, and account group head, Harvey Rohde, went to five manufacturers and presented their idea; they received enthusiastic support. The products selected for the promotion and their manufacturers were: Prell Shampoo and Lilt Home Permanent Wave (Procter & Gamble); Chlorodont Toothpaste (Lever Bros.); Pacquin's Silk 'N Satin Lotion (Pacquin's, Inc.); Lady Esther Face Cream (Lady Esther, Ltd.); Maybelline Mascara (The Maybelline Co.).

### Theme of Promotion

The theme of the promotion was developed at Mathes by first determining six months in advance the shade of lipstick and nail polish to be promoted. It was decided that red would go best with the Fall fashions, that make-up for the Fall of 1952 should be rich, warm, and red, with a slight claret cast. The agency knew that blue-reds are best-selling for lip and nail cosmetics. A shade was created and discussed with fashion editors and fabric manufacturers. Their approval having been received, the color was christened Red Hot 'n Blue, and that became the name of the promotion. The slogan adopted was "For That Beautiful American Look."

The next job was to design a basic display unit to take the eight products of the six manufacturers. This unit is seen in the photograph. The two upper shelves of the display were devoted to the Cutex products, nail polish and lipstick. The lower part of the display was

\* Editor, Advertising Agency Magazine



given over to the other products that were tied in with Cutex. The counter display was made available to stores as part of a deal whereby they got a dozen bottles of Red Hot 'N Blue nail polish for \$2 and a dozen lipsticks for \$4.72. The other related products were supplied from the stores' own stock.

The promotion was taken up by 66 per cent of the syndicate stores, 40 per cent of the drug stores, and 25 per cent of the self-service grocery stores handling cosmetics and beauty aids. Ninety per cent of the first two classifications of stores had these various cosmetic items in stock, so it was feasible for them to participate. There was not the same distribution of the items in the grocery stores because cosmetics are unfamiliar items for many of them to carry. However, this new interest in Cutex by grocery outlets was especially appreciated by Northam Warren because the grocery field represented practically virgin sales territory.

The stores were given not only the display unit, but other supporting advertising materials, including window posters, shelf and table displays, and streamers. Six chain-wide bulletins were sent out by the syndicate stores to their managers and other direct mail was used. Northam Warren representatives spoke to groups of wholesalers' salesmen. And some \$250,000 was spent for publication advertising and point of sale material, most of it paid by Northam Warren. The advertisements showed the display unit and explained the offer. This advertising appeared in the October and November issues of 14 magazines of mass circulation.

#### Results Achieved

The Mathes agency determined to keep a careful check on this experiment. It had Fact Finders audit the basic inventories of the eight products and the clerks' records of sales for October, the month before the promotion, in 41 stores in New York, Chicago, Atlanta, and Los Angeles. Then careful records of sales were kept for November, the month of the promotion, and for December, the post-promotion month.

Results were spectacular. The average number of unit sales for all the products in the 41 stores in October was 237. In November, sales soared to 717 items, an increase of 203 per cent. And in the post-promotional month of December sales were still at 565 items, an increase of 138 per cent over the base period of October.

Details of Cutex Red Hot 'N Blue sales are of particular interest:

Item	UNIT SALES		
	October	November	December
Cutex RHB lipstick	10	141	102
Other Cutex lipsticks	23	99	37
Cutex RHB nail polish	18	113	140
Other Cutex nail polishes	90	115	52

The related items of other manufacturers also showed good post-promotional sales.

To pay well is not being generous. It is enlightened selfishness. The well-to-do men and women who want to take in more and more and give out less and less are the real enemies of capitalism.—Bruce Barton.

He who does not believe in others finds they do not believe in him.—Laotze.



Counter display rack was specially designed for the Red Hot 'N Blue promotion. Two upper shelves were given to the two Cutex products, and the lower section was devoted to the six other non-competitive products that tied in: Chlorodont Toothpaste; Lady Esther Four Purpose Cream; Lilt Home Permanent; Maybelline Eye Make-up; Pacquin's Silk 'N Satin Lotion; and Prell Radiant Shampoo.

#### Help the Wholesaler

IF you want to get sales support from the wholesale salesman, give him sales support. Make his job easier—give him a proper presentation of the product and the why and wherefore of its selling—but boil it down to a minimum of bulk and conversation; above all give him a "starter"—a "gimmick" to break the surface with—to arouse curiosity and interest.

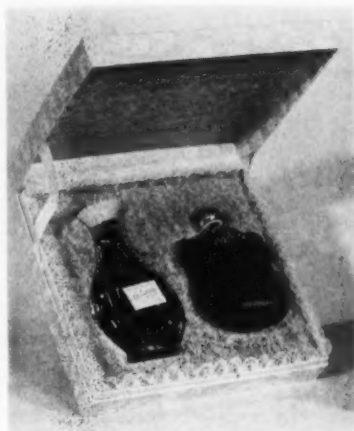
Bear in mind this point of great importance: In the days ahead, as retail selling becomes more and more competitive, the wholesale salesman is going to have to give more and more time to educating a new generation of retail storekeepers and clerks in general retailing practices. A very high percentage of present day retail clerks know mighty little about competitive retail selling and service. To educate them is going to be everybody's job—on both sides of the counter.—Callaway Associates.

The man who gets the most out of other men is usually the man who lays down sound principles and broad policies and reasonable rules and regulations and allows others to use their gifts and talents and energy and initiative within liberal limits.—R. L. Evans.



# NEW

# PACKAGING and PROMOTIONS



Houbigant perfume and toilet water duo

HOUBIGANT pairs Chantilly perfume, in French flacon with black moire case, and toilet water in a lace-motif package at \$3.50. It is also available in Quelques Fleurs fragrance. Another Houbigant offering is Swivelstick perfume in a case that works like a lipstick, in a Christmas tree package, at \$1.50.

PEPSODENT has announced that the Morning Mouth campaign for Chlorodent toothpaste will offer anti-enzyme protection on the basis of laboratory tests. No new ingredients have been added.

REVLON enthusiastically acclaims its Love-Pat as a delicious puff-on make-up, a heavenly blend of foundation and face powder, in eight wonderfully flattering shades at \$1.25 each.

HELENA RUBINSTEIN introduces its new redhead fashion color, Copper Leaf, described as a russet red fired with gold. It comes in Color-Tint Rinses, in a \$1, eight-capsule box, in Stay-Long lipstick at \$1.10 and in Stay-Lustre lipstick, especially for dry lips, at \$1.50; matching nail polish is 60 cents.

DERMETICS presents Pink Dress, a new Hand and Body Lotion with deodorant properties. It is pack-

aged with inverted sloping pink cap, and a rosebud at the neck of the bottle, with ceramically fired gold front label. It retails for \$1. A counter-display unit holds six bottles.

WARNER-HUDNUT is market-testing a new type of razor using a 40-inch strip of sharpened steel as blade. Equal in length to about 32 ordinary blades, the strip is wound on a reel inside the razor, and the cutting edge is changed by turning a ratchet. The razor retails for \$5; refills are \$1.25.

HAZEL BISHOP offers an assortment of 1 dozen Jeweled Lipsticks in a



Jeweled lipstick display

display which shows the lipsticks in front, and holds individual golden gift boxes in the rear. Retailing for \$2, they contain the \$1.10 size of No-Smear Lipstick. The lipsticks will be promoted on three network television shows, and through magazine and newspaper advertisements from November 15 to December 25.

COLGATE-PALMOLIVE CO. offers a Green (plush) Baby Kitten for 50 cents and three regular or two bath-size wrappers of its Palmolive Soap. Also available to those who obtain the Baby Kitten is the Baby's Mother Cat, a larger cat, for \$1 and

three regular or two bath-size Palmolive Soap wrappers.

WRISLEY SOAPS AND TOILETRIES are featuring a special on their Four Season Lotion, two regular \$1 size bottles, plus one dispenser, together in a display carton, for \$1.50.

GUEST PAC CORP., which has distributed sample toiletry assortments in hotels, colleges, and hospitals, is introducing a new package, Sky Guest Pac, which Trans World Airlines presents to all passengers on its deluxe coast-to-coast Ambassador flight. Participating manufacturers pay a \$300 fee for inclusion of their products in the kit, with distribution to 7000 passengers guaranteed. Plans for extension of the operations to other airlines are said to be in progress.

GIFT PAX, INC. has extended its sampling operations to reach the travel industry. Its new Travel-Pax will be distributed to guests free of charge by hotels, airlines, and by travel agents throughout the U. S., Central and South America. A luggage type package, it contains 10 to 12 nationally advertised items such as toothpaste, shaving cream, razor blades, cologne, antiseptic, etc. Cost to the hotels is about 20 cents per unit. Each package is individually imprinted for each hotel, and may



Travel-Pax sample package

be tailor-made for individual establishments. More than 250 hotels and resorts, two airlines, and 80 travel agencies are said to be already cooperating.

CHARLES OF THE RITZ is introducing Velvet Foam cleanser at \$1.50 per 2 1/4 oz. tube.

ASSOCIATED BRANDS' Kidmetics Division is launching an introductory gift set with 1 oz. sizes of Kidmetics Bubble Bath, Sugar 'N Spice Cologne, and Castile Shampoo, in a



Kidmetics gift set

shoulder strap plastic bag with snap-button closure and packaged in a multi-colored gift box. The set's retail price is \$1. The package is backed by television, radio, and national magazine advertising.

CHARLES OF THE RITZ offers Velvet Foam, said to give a soap-and-water washing without soap. Described as non-alkaline and non-irritating, it is claimed to dissolve instantly into an abundant foam. A 2 1/4 ounce tube retails for \$1.50.

FABERGE has packaged its Woodhue scent line, comprising perfume, cologne, and bath powder, in brown to match fall fashions.

THE TONI CO. has changed the name of Toni Creme Rinse to Tame Creme Rinse, in line with a company policy of assigning individual names other than Toni to products. Bottle design remains unchanged. It comes in three sizes: 2 ozs. at 30 cents, 4 ozs. at 60 cents, and 8 ozs. at \$1.

COTY offers Cream Powder Compact, a combination cream base foundation and Coty's Air-Spun face powder, in a pearl-tinted plastic case with hinged cover holding a mirror. It is available in four shades and five fragrances. The price is \$1.25.

JOHN H. BRECK, INC. has prepared a technical article giving the background information of its "Lipicil",

the firm's trade name for a stabilized lipide complex, an ingredient of its Breck Cream Treatment. The four page article is enfolded in a distinctive cover.

TUSSY COSMETIQUES introduces Beauty Plus Duo, a special combination package containing the regular \$3, 2 oz. size of Beauty Plus Hormone Cream, plus a 2 oz. complimentary bottle of Beauty Plus Hormone Lotion, evaluated together at \$4.75, for \$3.

POND'S Extract Co. is using double page, black and white spreads, each featuring endorsements by 11 international society beauties of Pond's Cold Cream. The advertisements will run through November in five national magazines.

YARDLEY introduces a new deodorant stick, emphasizing the use of the propel and retract containers, which is designed to appeal to both the male and the female market. Evaporation is kept to a minimum by eliminating the air space between stick and the light-weight containers. Red and gold display cases hold six units, each selling for \$1.25.

DOROTHY GRAY will introduce five new products in its biggest advertising campaign, using five national magazines, newspapers in 30 cities, and radio and television spots in its biggest advertising campaign.

TUSSY's Moisture Cream, for dry aging skin, retails at \$3 for 2 ozs. and \$5 for 4 ozs.

ROSE LAIRD is introducing Foamless Shampoo.

ALEXANDRA DE MARKOFF presents Masque de Markoff, a rosy-pink beauty masque, at \$5 for the 4 oz. size. The new Alexandra de Markoff lipstick shade is called Red Red Red; the stick sells for \$1.50. Skin Vitalizer, the cleansing liquid, has been renamed Skintalizer. In a four ounce bottle it sells for \$2, in an 8 oz. one for \$3.50.

LANVIN is backing its new Eau de Lanvin for Men with a radio, television and newspaper advertising campaign. Three ozs. sells for \$3, 6 ozs. sell for \$5.

HOUSE OF JEAN PATOU announces the introduction of a matching eau de toilette to its Joy perfume. Like the perfume, it is claimed to be the most expensive product of its

kind. In a leak-proof topped, gold-capped bottle boxed in white with gold decorations, three ounces sell for \$18.

DEHERIOT, INC. offers an extensive line of Christmas ensembles, in acetate cubicles, at no advance in price.



Nail polish and remover with lanolin

LORR LABORATORIES have added lanolin to their nail polish remover. It comes in a specially designed W. Braun Co. container.

DEHERIOT, INC. offers a packet with five quarter-dram vials, each in a different fragrance, valued at \$2, for \$1. Each packet contains a certificate enabling the purchaser to redeem it for \$1 towards the price of any of its perfumes selling for \$5 or more. In another promotion, DeHeriot ties in with Buffa-Cardozo greeting cards which include one of its Sweethearts, scented with White Lace.

NATONE CO. offers Haraway Gelce for removing unwanted hair from the upper lip, cheek, chin and neck. Said to be a blend of vegetable carbohydrates, it sells for \$1.10.

HARRIET HUBBARD AYER presents Roulette Red lipstick and rouge. Each item sells for \$1.

REVLON introduces a new fashion shade, Cherries in the Snow, in its non-smear, long-lasting type lipstick, as well as in its regular lipstick and its Chips-less Nail Enamel.

ELIZABETH ARDEN introduces Ardena Invisible Veil, a new solid compact powder in seven shades, in black, white, red, pink, or dark blue Napoleonic style compact, with crown and laurel emblem, embossed in gold. It retails for \$2.00.



## The Editorial - "We"

### Spotlight Again On Dentifrices

NO one can accuse the dentifrice manufacturers of lack of initiative, imagination, and aggressive selling techniques. This is the industry that has given us, during the past decade, the ammoniated ions and then the chlorophyllins, and that now comes forth with its third major added ingredient, the anti-enzymes. There are so many problems presented by this new product that we must limit ourselves, at the moment, to a mere recital of them. Are the claims justified by the research? If so, is there reliable evidence that destruction of "acid-producing bacterial enzymes" is absolutely harmless, so far as the possible effects on the body as a whole are concerned? Does a toothpaste containing the anti-enzyme become a drug, rather than a cosmetic, under the law? Would a paste for which similar claims are being made, but which does not contain an anti-enzyme, remain a cosmetic? And, above all else, is there a disillusionment in the minds of the consumers insofar as dentifrice advertising is concerned? Some of the answers to these questions will be given by American governmental bodies, and others by the consuming public. In the meantime, we can state that, if the claims are fully substantiated, the anti-enzyme toothpaste will not only be the most important development in dentifrices during the past decade (if not longer), but may rank with home-waves and antiseptic soaps as one of the major contributions in the cosmetic industry during recent years.

### A Distinguished Home For the Cosmetic Chemists

THE Society of Cosmetic Chemists has been mentioned in these columns before, and requires not a word of introduction to our

readers. Its meetings have always been lively and well attended, its programs stimulating, its *Journal* a publication of which any scientific group could well be proud. During the years since its formation, it has been given leadership by men and women who proved themselves to be not only good cosmetic chemists but good leaders and organizers. But its headquarters—if that term can be used—was only a mailing address, usually that of its president or secretary. Today, the Society has quarters, it being one of many scientific groups housed in the building of the New York Academy of Sciences. It would be difficult to envisage a better home, one that would bring with it more prestige, one that could so well symbolize not only the growth of the Society, but the standing of cosmetic chemistry as a branch of modern science. That the Academy can contribute a great deal to the cosmetic chemist, because it is the grouping and home and center for diverse scientific forces, seems quite obvious. We hope and trust, at the same time, that the presence of the S.C.C. in the Academy will increase the awareness of other scientists, be they engineers or physicists or anthropologists, in the problems of cosmetics. Scientific knowledge is an integrated and interrelated system, in which specialists in the most divergent fields can be of aid, immeasurably and often unexpectedly, to each other.

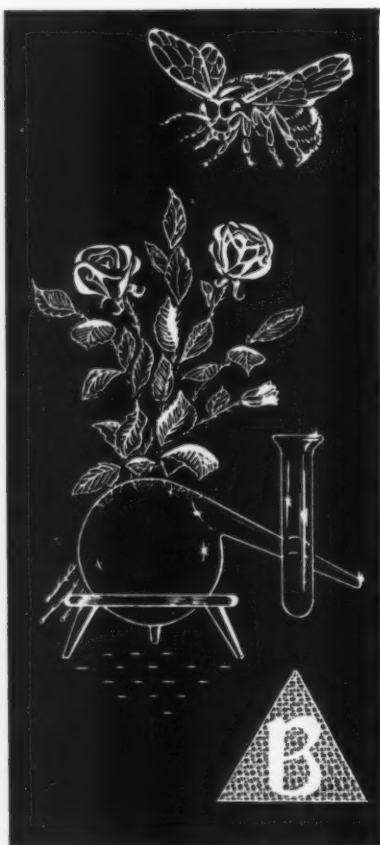
### How Accurate Can a Survey Be?

ON another page of this issue, we present a summary, together with some comments and criticisms, of the survey conducted for the Toilet Goods Association on buying habits of cosmetics. Surveys are notoriously inaccurate, and are almost always read, by the initiated, with a generous helping of salt. We recall a study that was made by one group in which the

women were asked to check the name of the perfume which they have most recently purchased or been given. On the list, in addition to Chanel and Arpege and Silent Night, and many, many others that made for a rather lengthy list, there was a liberal sprinkling, in the proper alphabetical order, of purely fictitious names. As many a pollster might have predicted, these imaginary perfumes were checked by more than one respondent. We would not like an inference to be drawn that that survey, or any other, is without value. If a study is conducted in such a manner as to minimize the exaggeration, the prejudice, and the outright lies, and if it is subjected to the skeptical interpretation of a critical and independent mind, its value is beyond dispute.

### Better Business Bureau On House to House Sales

FEW groups enjoy a reputation as enviable as the Better Business Bureaus. Their standards have been above reproach; they have been relentless in their pursuit of abuses and misrepresentation on the part of "merchants" of one sort or another. But they separate the wheat from the chaff. They do not condemn an industry because an unreliable character is abusing his customers. Their endorsement of door to door selling comes as a refreshing and welcome sign that this is legitimate business that deserves a permanent and rightful place in the American economy. Calling its bulletin on the subject "The Right of Free Men to Engage in Legitimate Business," the BBB points out that the overwhelming majority of the 7,000 firms engaged in direct selling can be endorsed for their honesty and integrity, and that only a minority, as in other fields of business and other methods of distribution, can be considered in any way fraudulent. "To demolish a \$7,000,000,000 industry in the hope of catching a few thieves on its fringe is like burning down a barn to roast a pig," the bulletin says. "It violates a cardinal rule of American justice, deeply rooted in the fundamentals of fair play, that it is better for some who are guilty to escape than for the innocent to suffer." The bulletin of the BBB deserves a wide audience of readers in the cosmetic industry, not only in those firms engaged in the house to house canvassing, but also—in the interest of defending



Perfection in  
Quality  
and  
Stability



W. J. BUSH & CO., Inc.  
*Essential Oils*

19 West 44th STREET, NEW YORK 36, N. Y.

• MURRAY HILL 7-5712

## FLYNDUSTRIES INC. *Presents...*

### A. HANDY, HANDSOME SPATULA—

Your customer will appreciate this useful styrene dispenser of cold creams and similar products. A boon to fastidious women. Actual size. Available in all standard colors.

### B. COLORFUL MINIATURE FUNNEL—

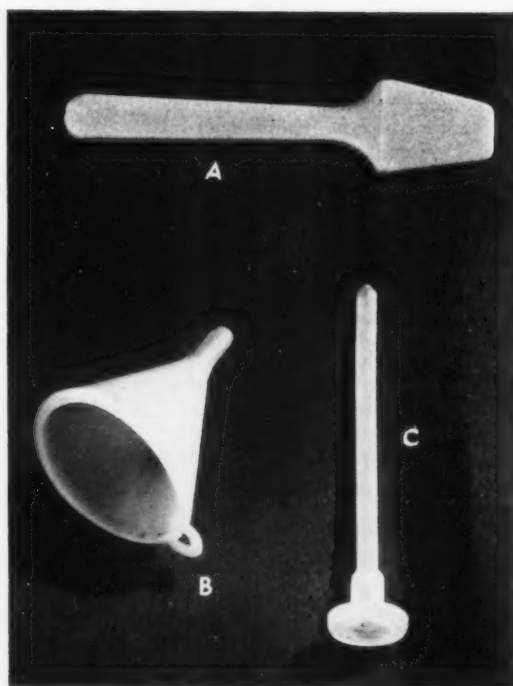
A perfect give-away for your spring perfume promotion. Milady can fill her purse vials with your fragrance so easily. Made of polyethylene in all standard colors. Actual size.

### C. POLYETHYLENE APPLICATOR—

A combination seal and dispenser, available in a variety of sizes and colors. When inserted in an unlined cap, it serves the double purpose of applicator and liner for such products as cologne, cream sachet, cream rouge, etc.

FLYNDUSTRIES INC.

141 East 44th St., New York 17, N.Y. MURRAY HILL 7-4528-9





the rights of legitimate competition—among other companies as well.

### **That Seven Billion Is a Big Figure**

SEVEN billion dollars—that is the amount mentioned by the Better Business Bureaus as constituting the American door-to-door business. There has been a tendency among some to consider the success of a few cosmetic firms in this field as something unique, a tribute to the imagination and executive talent in those firms. However, few of us ever stop to consider that the leading encyclopedia can be purchased in no way other than from a house-to-house salesman, and the same is true of brushes and other products. With thousands of bookstores in the United States, it is impossible to find one that can obtain a new set of Encyclopedia Britannica, just as there is no way of buying a Fuller brush except when one opens the door and meets the salesman. What sometimes astonishes us is not the rapid rise in this phase of the cosmetic industry, but the fact that it remained for so long relatively unexploited.

### **NWDA Issues Warning on Credit**

A warning has been issued by the National Wholesale Druggists Association, and one worthy of attention in the cosmetics industry, against what is termed the over-extension of credit to the retail druggist. Although the financial position of retail drug trade is sound and credit losses are low, there are indications that they may increase. Such losses, in the opinion of the NWDA, "can be controlled by a sound credit policy and by avoiding unsound extension of advance datings." In endorsing this statement, we might add that it is more true for cosmetics than for other drug store items, because the keen competition to obtain adequate stockage, not to mention display space, can lead to special credit policies that actually constitute a disservice to the retailer.

### **What Does "Free" Mean in a Free Country?**

THIS is a free country, and we live in what has been called the free world, but advertisers have not been free to use the word "free" under the Federal Trade Commission rulings. Those who peruse

these columns over the past several months will find that we have commented on such FTC rulings, and pointed out the irony involved, particularly in the book club cases, where the appeal was being made to a most sophisticated and literate audience that could not possibly misunderstand the meaning of the term involved. We are pleased to hear that our voice, and the stronger voices of many others, have been heard, for it is reliably reported in Washington circles that the FTC will reverse its examiner's initial order in this matter. It will be recalled that the book club was restrained from saying that it was giving a book "free" to those who applied for membership, because the word "free" should be reserved, in the FTC thinking, for offerings without strings attached. It is our feeling that if there is no deception being practiced by the advertiser, and negligible likelihood of misunderstanding or deception by even the more gullible reader, the word "free" should be permitted in the promotion of books, cosmetics, perfume, or any other product. In fact, we can imagine no rule better suited to protecting both industry and public not only with regard to this word, but any other, than the one in which intent to deceive and possibility of being deceived are paramount in determining the acceptability of advertising.

### **Keep Informed On Fair Trade**

WE recommend to the attention of our readers a pamphlet recently issued by the Bureau of Education on Fair Trade. The title is rather long, the pamphlet rather short. It is called, "Questions They Ask About Fair Trade and the Answers," and can be obtained from the Bureau at its New York office. It will answer most of the questions you have in mind, and anticipates the questions that were going to come to mind one of these days. It is a good piece of promotion for which the Bureau should be congratulated, and which should now obtain distribution among manufacturers, retailers, newspapers, and elsewhere.

### **Morel on Perfumery—A Worthy Contribution**

IT is a long time since a good book designed to aid the perfumer—that is, the creative perfumer, rather than the chemist, the analyst, the merchandising or pro-

motion man—has appeared. As we think back and recall the best of such books, like those of Poucher, Gattefosse, Cola, Winter, and a few others, the need to supplement this meager literature becomes apparent. It has been increasingly clear for many months that such a book was in the making, and was taking shape in the form of a series of comprehensive articles by Charles Morel appearing in *Soap, Perfumery & Cosmetics*. Although the circulation of that publication on this side of the Atlantic is rather small, the forthcoming appearance of the series in book form will unquestionably fill a great need and will find a most enthusiastic response in the U.S.A. The author has handled his material with consummate skill in the face of the hazardous problems involved when the subject of fragrance, or for that matter the fragrances themselves, must be described with inadequate words.

### **Cosmetics Promoted For the Youngsters**

NO study of the expansion of the cosmetic industry is possible without considering the children's market, practically unknown and unexploited (save for baby products) some fifteen or twenty years ago, and now an accepted sector of our industry. No doubt the change in outlook brought forth by the war left a fertile field for development, and it remained for several firms to understand that special products, new approach, different advertising, were necessary if this market was to be reached. These words are occasioned by the announcement that Procter & Gamble has entered the children's home permanent field. The opening and development of the entire market of cosmetics for teenagers and under can indeed be cited with pride by cosmetic manufacturers, who formulated products *particularly* safe, extremely easy to handle, and then worked out a method for convincing the youngsters, as well as their parents, that beauty aids are, as a wit once said, for children of all ages.

### **Atomic Energy Commission Diverts Freon 114 Supply**

Deliveries of Freon 114, propellant ingredient used in aerosol shaving creams, were temporarily suspended recently by DuPont due to demand for the product by the Atomic Energy Commission.

# MODULAN

**MODULAN** is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

Investigations now being conducted indicate that **MODULAN** is hypo-allergenic.

**SOLUBILITY**— Because of induced chemical differences in molecular structure, **MODULAN** is far more hydrophobic than lanolin and forms clear solutions in mineral oil.

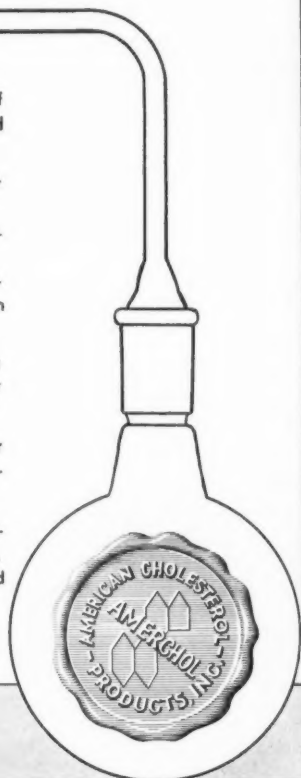
**TEXTURE**— **MODULAN** solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

**COMPATIBILITY**— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, **MODULAN** can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, **MODULAN** deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

*Detailed information available on request.*

**AMERICAN CHOLESTEROL PRODUCTS**  
INCORPORATED  
MILLTOWN • • • NEW JERSEY



## are you searching for a scent?



You don't have to be a Sherlock  
to find the right scent for  
your soap, cream, toilet preparation,  
cosmetic, etc.

Let the imagination and skill of Perry Brothers' master perfumers formulate the particular fragrance that will enhance your product and make it sell. Over 25 years of know-how and experience in the creative art of perfuming.

*Let us send you samples best suited for your specific needs.*

**PERRY PERFUMES PERFECT YOUR PRODUCTS!**

## PERRY BROS., INC.

220 FLUSHING AVENUE BROOKLYN 5, N. Y.

48 W. Division St.  
Chicago 10, Ill.

Brookfield  
Connecticut

4347 McPherson  
St. Louis 8, Mo.



# WHAT THE RETAIL BUYERS REPORT

## Stick Colognes, Lipstick Returns High; Body Lotions, Scents, Talcs Excellent

JEAN MOWAT

**Chicago**—Most of the firms with displays at the Chicago Fragrance and Cosmetic Show at the Palmer House scored record buyer attendance and volume and dollar business.

A number of attending representatives complained that they had not been supplied with sufficient samples, claiming that salesgirls should be acquainted with the product if they are to do a good job selling it.

### Buyers Report:

Consumers' complaints center around lipsticks which do not meet claims and, during the summer, fast-evaporating stick colognes. The former are being dumped back on the counters by the dozen, the sales of the latter fell to a new low. At the same time liquid colognes did not take up any of the slack and, in spite of the extreme heat, scent sales were only normal.

Poor promotions increase inventories, buyers report. And in the case of a good promotion, the

price must not be raised afterwards, otherwise it kills the product.

The surprise of the summer was the upturn in body lotion, bath talcs, and skin fragrances. The sales on talcums are said to have been unusually high. The skin sachet is said to be just entering into the picture and may grow in importance during the winter or be the leader for next summer.

Many buyers report that their sun-tan promotions—at regular price—will be made in late December—immediately after Christmas, and through January-February. It was said that the Middle West does not use it much during the actual summer period.

A dozen buyers agreed that, thanks to "drama," treatment lines did very nicely throughout the scorching summer. Their repeat business and that of bubble bath and body lotion came as a pleasant surprise to them. Some are considering the potentialities of a similar "dramatic" approach to fragrance.

Long, hot summer boosts deodorants, hair goods; delays start of treatment line season.

Summer post-mortem: solid deodorants sizzle while stick colognes falter.

Children's home permanents, colognes catching on as school season opens.

Gleem toothpaste after Procter & Gamble test-marketed it locally. Hazel Bishop's lipstick remained popular in both department and drug stores. Drug stores, incidentally, mentioned their luck with Cutex lipstick displays: pink lipsticks walked out first, then reds, but reds were expected to pick up later in the fall.

### Of Sprays and Scents

Hair sprays went well all summer and into fall at Alms & Doepke, where Coty's "Silver Star" package of four bottles of perfume at \$3.50 (instead of \$7.50) did very well. This item did well wherever Coty's line is carried, in fact. Lucien Lelong's \$25 perfume bargain at \$10 was highly gratifying at Shillito's, and Rollman's repeated their success with Charles V perfume, three small bottles for \$1. Thus, in all price ranges, the idea of multiple varied perfumes is a popular one. But it leads one buyer to question whether the idea will not be self-defeating in the long run.

Odd items worth mentioning were Schratz bubble bath in Swiss pine scent at half-price, children's plastic purses containing small cologne and other sundries at \$1, plastic travel cases at \$1.50 to \$10 all at Shillito. Complexion soap by Stratford went well at Rollman's at 20 bars for \$1.

Promotions planned for fall were a Rose Laird visit, half-price on Antoine's powder, and visits by Frances Denney and Helena Rubinstein representatives.

## Long, Hot Summer Boosts Deodorants, All Types of Hair Goods; Postpones Treatment Season

MARY LINN WHITE

**Cincinnati**—Though summer's end brought a decline in the high demand for home permanents in general, Rollman's noted an upsurge in the call for children's home permanents of all brands just the week before school opened for fall. Most wanted was the Procter & Gamble brand.

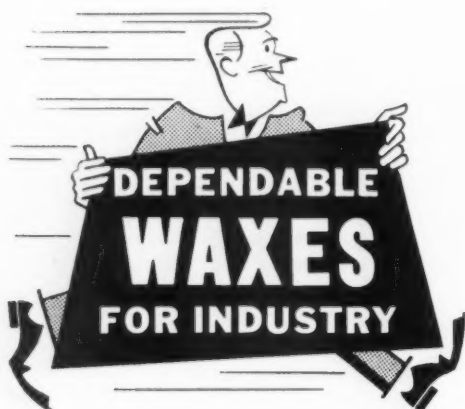
### Summer Post-Mortem

Summer business as a whole was very satisfactory to every buyer questioned. Deodorants of all types, home permanents, shampoos and hair lighteners went extremely well all summer.

Even in September, Rollman's reported substantial results on a

Breck shampoo special and a Revlon shampoo special. At Mabley and Carew both the Revlon and the Dorothy Gray shampoo specials prospered in early fall. An all-summer success was Matchabelli's "Summer Frost" in hot weather cologne, deodorant and body powder. Only one advertisement was used; the \$1 tag was considered a factor.

Since summer-like weather lasted well into fall, the demand for treatments (other than summer reconditioners) was late to start. But there were comforts: Lite and Brite by Hudnut continued big at McAlpin's and elsewhere. Dorothy Gray's hormone cream and lotion at \$2.50 made a clean sweep. McAlpin's had large success with



# DECOLORIZED BEESWAX

**NEW LOW PRICE!!**

WAX GUARANTEED UNIFORM  
AND AS PER SAMPLE WE WILL  
SEND TO YOU UPON REQUEST

## INTERNATIONAL WAX REFINING CORPORATION

EAST HAWTHORNE AVENUE & L. I. R. R.  
VALLEY STREAM, NEW YORK

TELEPHONE:  
VALLEY  
STREAM  
5-2424

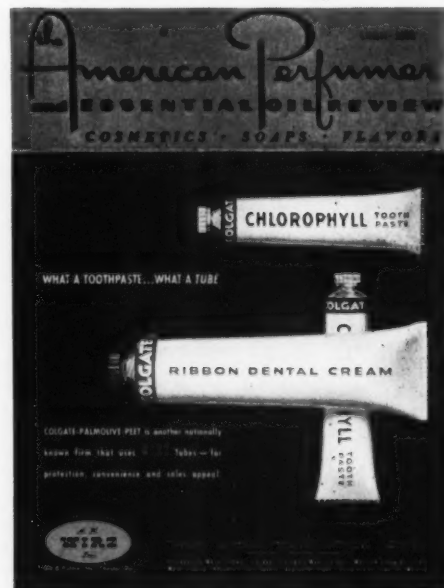
### American Aromatics

*Essential Oils*

*Aromatic Chemicals*

24 East 21st Street, New York 10, N.Y.

*Look  
for the cover  
ad on **WIRZ**  
tubes in next  
month's...*





## Teen-Age Market Expanding from Lipsticks into Colognes, Deodorants, Creams and Powders

JEAN ROBERTS

**Dallas**—The buyers for the cosmetic departments of at least the major stores spent a good part of last month in New York finishing up the buying for the Christmas market.

With Labor Day over, and school once more in session, their departments have just swung into fall merchandising. But though the fashions are fallish, the weather is not, and cosmetic counters are carrying a sort of double feature.

For those customers who are shopping for fall wardrobes, the new fall shades of lipstick, powders and nail polishes are on display. For those customers who are still fighting hot weather, the summer fragrances in colognes, and the summer colors in lipsticks and powders must still be close at hand.

### Sales Review of Summer '53

Now that it is all over, cosmetic departments are beginning to take stock of what the buying habits were for this summer of 1953. Most of them found that the sales were about the same as those of the previous one. Several stores reported a jump in the sun tan oil brands. Several also found that more perfumes were sold this summer with some cut in the number of colognes.

Bubble bath still remained a summer favorite, running ahead of bath oils in popularity. The "stay-

on" lipsticks continued to be in demand although there were some complaints about dryness. Home permanents continued as big sellers, particularly those which have cut down the time element by eliminating the need for neutralizing. The short haircuts favored here this summer increased the number of permanents essential for good grooming.

The growing use of cosmetics among the junior high and high school girls has created a new market. Lipstick first came into vogue with the twelve-year-olds and younger. This year they are even going for creams and powders.

Several stores have capitalized on this trend and have trained clerks particularly for the teen-age market. They are instructed to stay away from too much make-up, and just to advise in the proper use of a light shade of lipstick. Sales are created by encouraging the use of good creams and astringents from improving adolescent complexions, and also by recommending a good light cologne and deodorant.

By encouraging a minimum of light, becoming make-up, the clerks please mamma and are apt to have more interest aroused in the other grooming items. The mothers appreciate their steering the young girls away from mascara, powder bases and the like, and are apt to encourage them to go back to the cosmetic counter for advice.

## Store Packaging Pays Off; Stick Deodorants Pick Up; Unknown Bleaches Fare Poorly

LEE MCKENNON

**New Orleans**—Faberge's toilettries were given a nice promotion here at one of the smart department stores early in September. The theme of the windows was "Fashion in a Nut Shell," with Faberge prominently displayed against garments in browns. The cosmetics were wrapped especially for the tie-in in soft green paper with half a large English walnut shell tied on each package. The buyer said the packaging attracted attention and increased sales of this popular line. She went on to say that her department has found smart packaging truly stimulates sales and when a line is given the smart-wrapping treatment, it in-

variably picks up even though no especial gift season is in progress. In this promotion the best sellers were Duette, 2 scents for \$2.50; Quartette Jr., for \$3; and the larger size Quartette for \$5. Local newspaper ads also were an aid to the increased sales.

### Stick Deodorants Pick Up

At another department store the buyer commented that stick deodorants are increasing steadily in popularity. All deodorants sell well but the stick numbers are leading in sales. The buyer feels it is the convenience that is responsible, as the stick can be easily carried in the purse as well as set on the dressing table or bathroom shelf.

A gadget angle has increased

sales on Elizabeth Arden's permanent wave kits, another buyer said. Arden's twin curlers are extremely popular with the customers and sales of her permanent wave kits and refills are very gratifying as a result. The curlers have an elastic band attached which makes for much quicker and easier wrapping, and the customer seems to appreciate it. Another factor is the alloy pins which will not discolor the hair. Still another quality is the rapid action of the solution which requires only 3 to 20 minutes. All these simplify the home permanent and as a result Arden's permanents continue to sell in big volume.

Another buyer says one of the lesser known lines has a new bleach out which is selling very poorly, while Helena Rubinstein's Blond Beauty and Du Barry's Light and Bright sell very well. When customers buy a bleach, they seem to choose one from a well-known line which has been advertised on TV or the local newspapers.

### Here and There

Bon Voyage, the soap flakes originally intended for vacationists, is selling steadily at one of the larger department stores here—through all seasons, the buyer reports. It sells for gifts and for home use, chiefly because it suds so easily—even in hard water or salt water.

"Mist" by Dermetics, Inc. is selling very well in a large department store cosmetic department in the 50-cent and \$1.00 size. Its label says it eliminates food, liquor and tobacco odors and the bottles in these sizes keep the cash register ringing. Revlon's "Fashion Mist" is selling nicely. The buyer feels that the "lanolin esters" phrase on the label is an aid to sales. Estee Lauder's bath preparations in "Youth Dew" fragrance are delighting the buyer with their quick sales. The group includes Bath oil, sachet lotion, soap and bath powder, all beautifully packaged.

## Buffalo Firm Scores with Direct Mail

MAGGIE FLEMING

**Buffalo**—Most stimulating information to be uncovered in this area for some time concerns a pine bath oil and matching soap which, for the past 10 years, has notched up a \$7,000.00 annual volume for several department stores across

the country. What makes this so noteworthy is the fact that this figure is achieved with a negligible amount of store advertising. The magic stems from a merchandising program which has proven absolutely fool-proof, if followed as set up by the manufacturer, Balpine—a Buffalo-owned and Buffalo-located concern.

#### Balpine Booms

The new-account division of Balpine has expanded rapidly in the past several months due to a direct-mail campaign which proved most effective. Costs of the manufacturer are further reduced by eliminating the need for a road salesman; all contacts between Balpine and countrywide stores are via mail or 'phone. All this makes it possible for the manufacturer to offer top-quality pine-bath items at a very reasonable price. This, coupled with the expense-saving, magic-working merchandising program, gives department stores an item that is practically a self-seller.

The background facts and front-ground figures were enthusiastically substantiated by the toiletries buyer of Adam, Meldrum & Anderson, who have an above-average-sized toiletries section in one of Buffalo's largest department stores. They have carried Balpine for six years, at an annual volume of \$7,000.00 or slightly over. Other stores enjoying this profitable windfall include such places as Marshall Field's in Chicago, Bullock's in Los Angeles, and Scruggs-Vandervoort-Barney in St. Louis, to name just a few.

On the department store toiletries front, these last four weeks represent the between-season pause that depresses. Summertime has just departed, and Fall trends have not had time to assert themselves. Just as well, too, for people are still only half recovered from the excessive heat and humidity. For nine straight days, the traffic in downtown stores was reduced to one-fourth its norm.

#### Store Modernization Show to Go on 33-City Tour

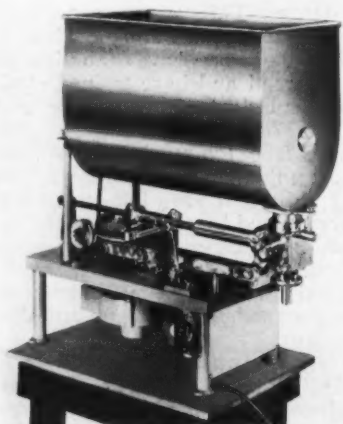
The fourth National Store Modernization Show will go on an eight-month 33-city tour starting the end of October. Believed to be the first time a trade exposition has toured the country, the undertaking will be known as Operation Modernize.

## Hints

### for Improving Production

#### Portable Low Cost Filler

A portable low cost filler that may be moved and operated by one man is now available for liquids and semi-solids according to the F. L. Burt Co. According to the



Movable one-man filler

maker's description it plugs into a light socket and is ready for operator filling of from 15 to 30 half-ounce to 32 oz. containers per minute. It may be stopped by the operator in the middle of the discharge stroke without stopping the motor. Its net weight with U shaped hopper and 1/4 hp motor is 138 lbs.

#### Safety Step Ladders

Easy access to areas isolated by placement of equipment or stored materials is afforded by the safety step ladders linked with a connecting walkway are offered by the Ballymore Co.

#### New Industrial Wiper

To meet the general wiping needs of industry a new industrial disposable all purpose paper wiper which is claimed to be clean, strong, safe and uniform is offered by the Scott Paper Co. It is claimed to be highly absorbent. Each wiper consists of two sheets which, through a special process, are welded together for extra durability, giving

thorough cleaning action and maximum dirt retention. Chemical treatment, it is claimed, creates all important wet strength. The spread of dermatitis in a plant is likely to be reduced if the workers always have an adequate supply of clean disposable wipers available.

#### Ultrasonic Power

Atomic energy as a new power for industrial use is coming to the fore; but the present age knows of another almost unknown power—ultrasonic power and the connected new science sonochemistry. One of the first practical approaches has come from Schoeller & Co. who have developed laboratory type ultrasonic equipment which is offered for mass production. Laboratories it is suggested, should investigate their own specific problems and submit their data to the company. A booklet explaining ultrasonics and their effects; the reason for designing laboratory sets before industrial sets; and descriptions of ultrasonic laboratory sets is available on request. Schoeller & Co. is located in Germany but is represented in America by Electrovert Ltd.

Computing the costs of fringe benefits is the subject of a survey published by the National Industrial Conference Board. Fringe benefits are classed as: extra payments for time worked, payments for time not worked, payments for employee security and payments for employee services.

The World Trade Data Booklet, containing 48 pages of relevant data to exporters has been issued by Exporters Digest. It sells for 50 cents.

Stainless steel and monel metal utensils such as pails, dippers, funnels, scoops, measures, batch cans, beakers and shovels made by Metal-smiths div., Orange Roller Bearing Co. are described and illustrated in a four page catalog issued by the company.

# New Products and Developments

## Gyrotory Shaker

A new shaking machine to conserve work space in laboratories conducting experiments requiring



Gyrotory shaker

shaking is announced by the New Brunswick Scientific Co. The shaker equipped with a plastic table and 25 size 250ml. Erlenmeyer flask clamps is shown in the illustration. Seven interchangeable tables to accommodate seven different sizes and shapes of glassware are available. The shaker has a mechanical speed range of 85 to 285 oscillations per minute and an automatic timing device which can be set from 0 to 55 minutes or to run continuously.

## New Laboratory Mill

A new processing mill less than two feet high especially adapted for laboratory processing and control work is offered by Morehouse Industries. Throughout rates vary from one to three gallons per hour depending upon the material.

## Fast pH Checks

A kit of six short range indicating papers that divide the entire pH scale of 0 to 14 into distinctive colors for each half unit and permit estimations to one-fourth unit or closer is offered by the Fisher Scientific Co. The user merely moistens a strip of the appropriate paper, matches while wet with the color key printed on a plastic dispenser.

## Collapsible Tube Squeezer

A tube squeezer, built into the base clip of a collapsible tube is offered by Dyer Products Co. to

give manufacturers of toilet preparations etc. a new sales point, by eliminating waste in the use of the tube. The squeezer, known as Usital, is a metal clip with a sliding key. To use it the key is pulled out and turned.

## Skin Protective Cream

For beauticians and hairdressers whose hands are sensitive to permanent waving solution, detergents and dyes a new product is offered by Abbott Laboratories. The skin protection is provided by a special plasticized combination of silicone, nitrocellulose and castor oil suspended in a greaseless vanishing cream base. When massaged into the skin it is said to form an inert, invisible protective coating which resists removal by normal washing of the hands. The cream is known as Covicone.

## New Hydrophilic Colloid

A new hydrophilic colloid named Jaguar is announced by Stein, Hall & Co. It is refined guar gum which is known for its high water holding properties and its stabilizing effect on solutions of many kinds. It is available in various mesh sizes and viscosity ranges. Its water holding, thickening and suspending properties the company states have demonstrated its usefulness in obtaining desired consistency and shelf life of tooth paste. Since it develops its mucilaginous properties over a wide pH range it is suited for use in demulcents and jellies.

## Signs for Sales Promotion

Transparent signs at point of sale for promotional purposes are offered by Goodren Products Corp. The signs are self-sticking and are readily put up and taken down according to the company. One of the facts about the signs, the makers point out, is the brilliance with which colors show up on the surface. Unusual effects may be had by putting the signs, posters and streamers on plate glass. A sample folder containing samples of these signs which can be printed in one to five colors, will be sent on request.

## Dummy Display Bottles

Dummy display bottles for use in place of costly cut glass bottles are offered by Sculptural Promotions



Dummy display bottles

Inc. The company which specializes in three dimensional displays solved the reproduction problem by using specially formulated chip proof composition that permits the creation of an exact replica of the cut glass bottle. By using the stratified composition any type of opaque bottle can be reproduced at about a quarter of the cost of the original bottle.

## Selling to the Government

Special service to concerns eager to sell to the government is offered by Federal Procurement & Subcontracts. It consists of an information service giving trends and developments, advance bid notices, sub contract opportunities and contract awards.

## Anti-Enzyme Material

Commercial quantities of sodium-N-lauryl sarcosinate which is used as an anti-enzyme in dentifrices to stop tooth decay is offered by Antara Chemical Div. of General Dye-stuffs Corp under the trade name of Medialan LL 33.

The revised vanilla products brochure issued by Dodge & Olcott Inc., 180 Varick St., New York, 14, N. Y. contains 24 pages of formulas and directions for manufacturing. It also includes the Dow propylene glycol solubility charts. It is bound in file folder form.









## Sweetening Agents for Flavors

*Interest in the development of artificial sweetening agents never seems to slacken . . . . A number of compounds are suggested for this purpose . . . . Work of Profft Discussed*

MORRIS B. JACOBS, Ph. D.

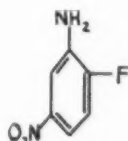
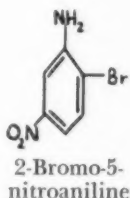
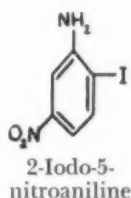
IN papers published in this section of the American Perfumer in January and February of 1951, I discussed the principal artificial sweetening agents, namely, saccharin and its salts often termed soluble saccharin, dulcin (p-phenetylurea), sulfamate (Cyclamate sodium, Sucaryl sodium, sodium cyclohexylsulfamate), and P-4000 (2-amino-4-nitro-1-n-propoxybenzene, 2-propoxy-5-nitroaniline), and also the relationship of structure and sweetness. Since that time sufficient new work has appeared to warrant additional review.

### 2-Halo-5-nitroanilines

A group of substances relatively closely related to the alkoxy-nitroanilines or alkoxyaminoni trobenzenes of which P-4000 is one example have been suggested as sweetening agents. A patent has been granted to Snelling (U. S. 2,484,860, October 18, 1949) for the use of 2-halo-5-nitroanilines for the flavoring and sweetening of chewing gum. Snelling found that these substances have high sweetness and high solubility in chewing gum base with concomitant low solubility in saliva.

He suggested that any one of the 2-halo-5-nitroanilines might be used

but pointed out that the 2-iodo-5-nitroaniline was to be preferred because of its high sweetening power and very low solubility in saliva. This permitted the sweetening agent to be retained in the gum base and thus exert a pleasant flavor for much longer periods than those obtained with chewing gums flavored with conventional flavors.

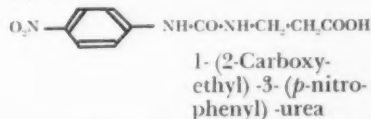


The bromo derivative did not have as long an effective life for flavoring and sweetening purposes as the iodo derivative. The fluoro

compound had the lowest sweetening power and the shortest effective flavoring life but this inventor pointed out that the fluoro compound might be used to afford a supply of fluorine and thus aid in preventing tooth decay. He also intimated that the iodo derivative might provide for a source of iodine. The bromo compound appeared to have sedative and analgesic action but this particular aspect of the properties of these compounds was not fully explored.

### Urea Derivatives

Petersen (*Angew. Chem.*, 60A, 58 (1948)) briefly describes a new group of sweetening agents, the most effective one of the group being 1-(2-carboxyethyl)-3-(p-nitrophenyl)-urea, named in a different system of nomenclature as N-4-nitrophenyl-N<sup>1</sup>-(omega-carboxyethyl)-urea:



The sodium salt of this acid is 350 times sweeter than sucrose.

Petersen found that only the thiourea analogue corresponding to the aforementioned compound was of comparable sweetness. This investigator claimed that 1-(2-carboxyethyl)-3-(p-nitrophenyl)-urea is physiologically as harmless as dulcin but it is to be noted that dulcin is not considered suitable for use in food products by the United States Food and Drug Administration. The thiourea analogue was not well tolerated by the test animals.



*bosentone  
woody note  
rich and  
alluring*

*perfume is a paranymp to beauty*

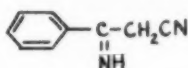
*"naarden"*  
HOLLAND



In this connection one might mention here that Noyce, Coleman, and Barr (*J. Am. Chem. Soc.* 73, 1295 (1951)) prepared various vinyllogs of dulcin but found that only (*p*-ethoxystyryl)-urea was sweet while other vinyl derivatives were not sweet. This is another illustration of the difficulty of relating structure to sweetness.

#### Benzoylacetic Acid Derivatives

It had been noted that beta-imino-beta-phenylpropionitrile



#### β-Imino-β-phenylpropionitrile

had a remarkably sweet taste. For this reason a number of derivatives of benzoylacetic acid were prepared by Dornow, Kühlecke, and Baxmann (*Chem. Ber.* 82, 254 (1949)), principally derivatives of beta-imino-beta-phenylpropionitrile. The melting points and relative sweetness of some of these derivatives are given in the following table.

TABLE 1

Sweetness of β-Imino-β-phenylpropionitrile Derivatives			
RC <sub>6</sub> H <sub>4</sub> C(NH)CH <sub>2</sub> CN	M. p. deg. C.	Relative Sweetness	
H	89-90	350	
<i>p</i> -Methyl	112	700	
<i>m</i> -Methyl	64	weakly bitter	
<i>o</i> -Methyl	74-76	soaplike	
<i>p</i> -Ethyl	90	430	
<i>p</i> -Ethoxy	136-136.5	100	
<i>o</i> -Ethoxy	110	tasteless	

Here again is a remarkable illustration of the great difference in taste that slight differences in structure may make. Thus the change in position of the methyl group in the methyl derivative of beta-imino-beta-phenylpropionitrile causes a change from the *para* compound which is 700 times as sweet as sucrose to the *meta* and *ortho* compounds which are bitter and soap-like, respectively.

In a similar manner these investigators found that all derivatives of RC<sub>6</sub>H<sub>4</sub>COCH<sub>2</sub>CN were bitter or tasteless, all the derivatives of RC<sub>6</sub>H<sub>4</sub>C(NH)CH<sub>2</sub>CONH<sub>2</sub> were tasteless, and all the derivatives of RC<sub>6</sub>(H<sub>4</sub>COCH<sub>2</sub>C)NH<sub>2</sub> were also tasteless.

Möhler studied the properties of another compound relatively closely related to this group namely, *p*-methoxy-*o*-benzoylbenzoic acid. (*Z. Lebensm. Untersuch. u. Forsch.* 90, 431 (1950)). Methods for its detection and identification are detailed.

Since the disclosure by Verkade in 1946 of the remarkable sweetening power of the alkoxy-nitroanilines, that is, the alkoxyamino-nitrobenzenes considerable work has been done on these compounds. In another paper I hope to discuss the differences in the toxicity of these and other sweetening agents but what interests us here is the variation in apparent sweetening power of such compounds as found by different investigators.

As quoted in Chemical and Engineering News, November 10, 1946 (Volume 24, Number 21) the relative sweetening powers of the alkoxy-nitroanilines as compared to that of a 1 per cent solution of sucrose were given by Verkade as shown in Table 2.

TABLE 2  
Sweetening Powers of Alkoxy-nitroanilines  
(According to Verkade, 1946)  
(1 % sucrose solution = 1)

Compound	Sweetening Power
1-Hydroxy-2-amino-4-nitrobenzene	120
2-Amino-1-methoxy-4-nitrobenzene	220
2-Amino-1-ethoxy-4-nitrobenzene	350
2-Amino-4-nitro-1- <i>n</i> -propoxybenzene	4100
2-Amino-1- <i>n</i> -butoxy-4-nitrobenzene	1000
2-Amino-1-isopropoxy-4-nitrobenzene	600
1-Allyloxy-2-amino-4-nitrobenzene	2000

In a report concerning the relative sweetness of 1-propyl-2-amino-4-nitrobenzene (*Rec. trav. chim.* 68, 696 (1949)), which the investigator found to be 2000 times as sweet as sugar, the sweetening power of 2-amino-4-nitro-1-*n*-propoxybenzene was given as 5000 times that of sugar, and that of a related compound 2-amino-4-cyano-1-*n*-propoxybenzene (5-cyano-2-propoxyaniline). 2,5-PrO(CN)C<sub>6</sub>H<sub>3</sub>NH<sub>2</sub>, was found to be 2500 times as sweet as sugar.

The work of Profft shows even more marked differences in the apparent sweetening powers of this series of compounds. His results are given in Table 3.

TABLE 3  
Sweetening Powers of Alkoxy-nitroanilines  
(According to Profft, 1950)  
(Sucrose = 1)

Compound	Sweetening Power
2-Amino-1-methoxy-4-nitrobenzene	2150
2-Amino-1-ethoxy-4-nitrobenzene	830
2-Amino-4-nitro-1- <i>n</i> -propoxybenzene	3100
2-Amino-1- <i>n</i> -butoxy-4-nitrobenzene	280
2-Amino-1-isopropoxy-4-nitrobenzene	100

A comparison of the work of Profft (*Deut. Chem.-Ztg.* 2, 194 (1950)) with that of Verkade as detailed in Tables 2 and 3 shows a vast difference of opinion. Indeed the values quoted by both of these investigators for the 2-amino-4-

nitro-1-*n*-propoxybenzene, (5-nitro-2-*n*-propoxyaniline) (P-4000) are in relatively better agreement than the values for any of the other compounds which vary from almost 10 times more sweetness as found by Profft for the methoxy compound than the value found by Verkade to about 1/4 the amount as found by Profft for the butoxy compound as the value given by Verkade.

Differences in the purification of these substances may possibly account for the wide differences found in the sweetening powers. Indeed Profft (*Deut. Chem.-Ztg.* 1, 51 (1949)) claimed that preparations of the propoxy compound which had toxic pharmacological side-reactions were impure and could be purified by chromatography to give a product melting at 49 to 49.5 deg. C. which had only some local anesthetic activity.

Profft has detailed some data concerning the crystal appearance, melting point and solubility of the alkoxy-nitroanilines. These data are tabulated in Table 4.

TABLE 4  
Properties of Alkoxy-nitroanilines  
(Profft, 1950)

Compound	Crystals	M. p. deg. C.	Solubility mg./l. (22-23 deg. C.)
Methoxy	sand-colored	124-125	105
Ethoxy	yellow	97-98	112
Propoxy	light orange		
	yellow	49-49.5	91
Isopropoxy	copper brown	114-116	432
Butoxy	yellow brown	58-58.5	81
1-Hydroxy-2-amino-4-nitrobenzene			925

As a result of his investigations Profft concluded that only the propoxy, methoxy, and ethoxy compounds were of practical importance and that the latter two because of their strong aromatic taste, which is not noticeable in the propoxy compound, are of no value for household use. However, he thought they might find some utilization on an industrial scale.

Two other observations of Profft should be noted: the octyloxy compound has a sweetening power of about 4000 but is probably of no practical importance because the toxicity of these compounds apparently increases with increasing chain length. Of the various derivatives of the propoxy compound made by this investigator, in particular, the *N*-acylated derivatives, the chloroacetyl compound, melting at 107-108 deg. C. was the only derivative which remained sweet in taste.



PERFUMERY SPECIALTIES - ESSENTIAL OILS - AROMATIC CHEMICALS

POLAK & SCHWARZ, Inc. 667 Washington Street NEW YORK 14, (N.Y.)





# NEWS and EVENTS

## ADA Panel Belittles Dentifrices, Stresses Brushing

No toothpaste can stop decay, a panel of dentists concluded at the American Dental Assn.'s recent convention in Cleveland. The discussion centered on anti-enzyme claims, and the view was that brushing of the teeth, not the kind of dentifrice, is of major importance.

## F.T.C. Revises Its Policy on Use of The Word "Free"

In reversing its previous policy on the use of the word "free," the Federal Trade Commission has ruled that goods given without cost upon the purchase of other merchandise may be described as "free" provided that the term is used honestly and not to deceive the public, by setting forth clearly all the conditions, by neither increasing the ordinary or usual price, reducing the quality, or the quantity of such an article.

Under the former policy, the commission had prohibited the use of the word "free" to describe items whose acquisition was dependent upon the purchase of other merchandise.

## Chlorophyll Demand Falls Below Expectations

Demand for chlorophyll has been disappointing, according to T. L. Daniels, president of Archer-Daniels-Midland Co. Sales have been steady but have not increased as expected, he reports. The firm has discontinued chlorophyll production at the Mankato, Minn., plant.

## Perfume Vending Machines in Theatres Reported Spreading

Spreading installations of Perfumatic vending machines in theatre lobbies of two major theatre chains, RKO and Stanley-Warner, are reported. The machines offer patrons a choice of four national advertised scents, at 10 cents a

spray, dispensed through nozzles. Twenty national brands are available to operators from U. S. representative Jo-Lo Perfumatic, Jersey City, N. J. The Canadian-made machines are installed and serviced by operators and distributors.

## J. I. Poses Heads Industries' Philanthropic Campaign

Jack I. Poses, D'Orsay Sales Co., has been named chairman of the



Jack I. Poses

1953 campaign of the cosmetic and drug division of the Federation of Jewish Philanthropies of New York. In accepting the chairmanship, Mr. Poses urged industry-wide support for the drive on behalf of the Federation's 116 hospitals and social service agencies.

Charles Revson, Revlon Products Corp., is among those serving as the division's associate chairmen.

The industry campaign cabinet includes, among others, L. I. Furlager, Furlager Mfg. Co.; Hugo Mock, Mock & Blum, Samuel Rubin, Faberge, Inc., and Richard Solomon, Charles of the Ritz.

## Mich. Chemical, Allied Industries Assn. Final Golf Outing

The Chemical & Allied Industries Assn. of Michigan held its final golf outing of 1953 on September 22 at the Plum Hollow Golf Club.

## T.G.A. Restricts Annual Convention to Member Companies

The Toilet Goods Assn., by unanimous vote of its Board of Directors, has voted to restrict attendance at its future annual conventions to member companies only.

Members, however, both active and associate, may invite guests to attend the convention provided those guests are not eligible for membership in the association. Representatives of companies which are eligible for either active or associate membership may attend the convention as guests of active members only and then only after attendance has received prior approval of the executive vice-president of the association.

This completely reverses the policy of the Association in the past under which any manufacturer of finished perfumes, cosmetics or other toilet preparations was free to attend the convention. Last year, for the first time, attendance by suppliers was restricted to those who were associate members.

## T.G.A. Scientific Section Meeting December 9

The Scientific Section of The Toilet Goods Assn. will hold its winter meeting on Wednesday, December 9, at the Waldorf Astoria Hotel, New York. The meeting is restricted to representatives of the member companies.

## F.T.C. to Rule on Hayr Hair-Growth Advertising Claims

An intensive advertising campaign by the Hayr Chemical Co. for Hayr, a product claimed to promote the growth of new hair in nine cases out of ten, and to stop excessive hair loss, has been planned but is waiting a decision by the F.T.C. as to the validity of the claims. Plans call for 1,000 line newspaper and half page and full page magazine advertisements.

# Fragrine... perfume oil concentrate

a dramatic...exotic...sophisticated fragrance  
for perfumes and toiletries

We present with pride — FRAGRINE — a skillful blend of the finest  
perfume materials used in the highest quality perfumes.

A fragrance of sophistication, amazingly interpreted at a down-to-earth  
price that permits its use in a wide range of products.

Uniform...dependable...long-lasting. \$9.50 the pound

We'll be glad to send you samples for your own tests.

Why not write us today.



**AROMATIC PRODUCTS, INC.**

15 EAST 30th STREET • NEW YORK 16

CHICAGO • DALLAS • MEMPHIS • PITTSBURGH • LOS ANGELES • BOSTON



## Functions of Essential Oils Explained by Expert to Perfumers

Essential Oils from the Plant's Point of View was the subject of the lecture by Dr. Donald Huttleston, curator of the Herbarium at the Brooklyn Botanic Gardens before the first regular meeting of the American Society of Perfumers at the Advertising Club on the evening of September 16. Dr. Huttleston has an excellent scholarship on his subject, and spoke informally instead of from a prepared paper. As a result the lecture proved to be one of the most informative and interesting ever given before the association. Numerous samples of various plants were submitted for the examination of the members at the conclusion of the lecture.

Some of the highlights of the lecture were that essential oils are waste or decomposition products of the plant and are found in 60 different families of plants such for example as the mint, carrot, citrus, laurel, etc. They may be found in all parts of the plant, petals, roots, leaves, stems, etc. However they are never found in the free state in living cells as they would be toxic to them. Instead they are found in dead cells. The essential oil is often found in the petals which hold glucosides that are activated by ferments to give off the odor.

The functions of essential oils differ in various plants. They may serve as insect repellents as in the case of citronella or cedarwood. They may serve as protectors of the plant particularly in dry areas from browsing animals as for example the carrion cactus which smells like a dead horse. They may also serve as pollinators. Thus certain odors attract insects such for example as bees which carry the pollen to other blossoms of the same species. The scent guides the bees to the flowers. Bees from the same hive will gather nectar only from the same flowers, as for example clover, even though other nectar bearing flowers are nearby. Essential oils may also attract insects which act as seed disseminators and the oil may also serve in wind blown pollination. Stale scented or sickly sweet flowers attract fruit flies.

In the first instance plants with basically the same essential oils are widely separated geographically. Thus lemon is a native of Asia, mint is a native of the Mediterranean littoral and verbena is a native of South America. In the same way in nature flowers with similar odors

are widely separated geographically.

There is a relationship between the odor and the color of flowers. Color attracts pollinating insects. Night blooming flowers are white to attract insects to them. Of the white flowers 15% are fragrant; 9% of the red flowers have essential oils while purple, blue and brilliant scarlet flowers are rarely fragrant. Butterflies prefer red and pink flowers. Bees are red-green color blind but see blue and yellow flowers. Most sweet scented flowers are pollinated by moths or butterflies. Jasmine and tuberoses are pollinated by moths.

Dr. Huttleston is a nephew of Roy J. Huttleston, Naugatuck Aromatics Inc. and vice president of the American Society of Perfumers; and it was through him that the lecture was arranged. A record attendance was tallied at the meeting.

## Fragrance Foundation Conducts Perfume, Fragrance Seminars

Perfume and fragrance seminars were held by The Fragrance Foundation October 12-14 in the Hotel Washington, Washington, D.C.

Retailers in the city of Washington, as well as those within a 10 mile radius were invited to send selling personnel as well as buyers, merchandise managers and personnel from the display, advertising and training departments. Each session was complete in itself and was divided into two parts: an expert from the essential oil field gave important information on the story behind perfume, and how it is made; the executive director of The Fragrance Foundation spoke on how to sell fragrance products. There was also opportunity provided for questions from the floor.

## 24th Exposition of Chemical Industries Nov. 30-Dec. 5

The 24th Exposition of Chemical Industries will be held November 30 to December 5 at the Commercial Museum and Convention Hall in Philadelphia, Pa.

## McGuire Act Expected to Be Tested Before Supreme Court

The McGuire Act is expected to be tested early in 1954 before the U.S. Supreme Court in the case of Eli Lilly & Co. vs. Schwegmann.

The McGuire Act was passed last year and enabled the enforcement of fair trade contracts in interstate commerce in the case of both signers and non-signers.

## New DCAT Chairman: Sterling Drug's S. I. Clark

Stanley I. Clark, vice-president Sterling Drug, Inc., was elected



Stanley I. Clark

chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade (DCAT) at its 63rd annual meeting. Other officers who will serve during the next fiscal year are: vice chairman, Claude A. Hanford, president, Pharmac, Inc.; treasurer, Hugh S. Crosson, McKesson & Robbins, Inc. (re-elected); secretary, Helen L. Booth (re-elected). James G. Flanagan, vice-president, S. B. Penick & Co., was re-appointed counsel.

## Discusses Anti-Enzyme Toothpaste Before A.D.A.C.I.O.M.

The development and marketing of the Listerine anti-enzyme toothpaste was discussed by Dr. John R. Brown, vice-president and director of research for the Lambert Pharmacal Co., division of Lambert Co., at a recent regular monthly luncheon-meeting of the Associated Drug and Chemical Industries of Missouri.

## Women's National Institute Show November 2-8

The Women's National Institute will hold its 30th annual Women's International Exposition November 2-8 at the 71st Regiment Armory, New York. A show-case for women's organizations from many lands, among its attractions are beauty demonstrations.

## Beauty, Barber Shop Chain Issues Gift Certificates

The Terminal Beauty and Barber Shop Chain, New York, Pittsburgh, and Baltimore, offers \$25 gift book good for all services and products available in their shops.

When your perfume creation



makes her a sensation,  
chances are, Norda has helped

The fragrance of quality makes a perfume distinctive. Fine perfumes are always exciting. The perfumes that subtly flatter are the perfumes that women prefer.

Norda essences and fragrances are widely used for distinguished perfumes. Norda's years of experience, skill, and imagination in producing and compounding creations for quality perfumes, are de-

pended on and widely trusted.

Let Norda help you produce perfumes of highest quality, great appeal. Norda's good scents are selling scents. Send for free Norda samples today.

*Norda* ESSENTIAL OIL & CHEMICAL COMPANY, INC.  
601 West 26th Street, New York 1, N. Y.

*Always remember -  
never forget*



*Norda makes good scents*

CHICAGO • LOS ANGELES • SAN FRANCISCO • ST. PAUL • DALLAS • MONTREAL • TORONTO • HAVANA • LONDON • PARIS • GRASSE





Left to right: Hans F. Dresel; I. Harry Goldenberg; John Henry, chairman, research committee, National Confectioners Assn.; C. R. Kroekel; Fred B. Jacobson, chairman; Otto Glaser; A. Rodney Murray; Prof. E. R. Bellemare, U. of Montreal; and Justin J. Alikonis, president, Am. Assn. of Candy Technologists, at the candy industry's sanitation seminar.

### Candy Industry Holds Its Largest Sanitation Seminar

The largest sanitation seminar ever held in the U.S. candy industry took place on September 15 in Philadelphia, Pa., reports Hans F. Dresel, Felton Chemical Co., and vice-chairman of the seminar committee.

The meeting was sponsored by the Philadelphia group of the American Assn. of Candy Technologists, the National Confectioners' Assn., the Penn. Mfg. Confections' Assn., the Phila. Assn. of Mfrs. of Confections Chocolate, and the Retail Confectioners' Assn. of Philadelphia.

### Drug, Cosmetic Credit Men's Assn. Elects New Officers

The Drug, Cosmetic & Chemical Credit Men's Assn. has elected the following officers for the year 1953-1954: chairman, Frank Breiter, J. Rabinowitz & Sons; vice-chairman, George M. White, Fritzsche Bros., Inc.; treasurer, Harold E. Mix, S. B. Penick & Co.; secretary, Miss Clare I. Gincel, Givaudan-Delawanna; and group secretary, Wm. Otte, 5th Ave. Protective Assn.

Nominations were made by the Membership Committee, composed of Edward Larkin, chairman; Louis Candee, and Owen D. Clayton.

### BIMS of Boston Awards Prizes at Final Golf Tournament

BIMS of Boston held their final '53 golf tournament on September 15 at the Nashua (N.H.) Country Club, and an excellent steak dinner was enjoyed by more than 50 members and guests. After a very successful season the organization had more prizes to award than at any other meeting in the last few years.

Golf prizes were won by Robert

Bennick, Arthur Perry, F. K. Newbert, E. E. Aldrich, David J. O'Connell, and Harold Ingham.

Door prizes were won by Wm. J. Swift, G. N. D'Amico, Jack O'Mara, C. T. Hoye, E. C. Ingham, and E. W. Johnson. The special prize of a radio was won by James A. Dugan of Dodge & Olcott at his first BIMS meeting.

Chairman Hart Harris, Jr., of S. B. Penick & Co., announced that the BIMS winter party will probably be held in February.

### Jasmin Crop Ample Dr. Karas Reports on Return from Trip

Dr. Stefan Karas, accompanied by his daughter Miss Elise Marie Karas, returned on the Queen Elizabeth September 29 from a two months trip in Europe which included visits in London, Frankfurt, Zurich, Paris and Grasse. While in Grasse Dr. Karas was the guest of several of the leading natural floral products producers.

This year, he reported, the jasmin crop will be more plentiful and higher in quality than in recent years. Consequently it is expected that the use of jasmin will be less restrained. One of the secrets of the quality of French perfumes (extracts), he pointed out, is the liberal use of jasmin as an ingredient.

Dr. Karas noted with interest that American cosmetics are far preferred to those made locally in all parts of Europe despite customs and other regulations. He also observed that an increasing number of American perfumers are opening branches in Paris and in other European cities.

### BIMS of Boston Complete Third Golf Tournament of Year

The year's third golf tournament was recently held by the BIMS of

Boston at the Wheatley Hills Golf Club.

### First Important Introduction of Italian Perfumes in the U. S.

The first large introduction of Italian perfumes into the United States has taken place with the appointment of the Cosmetic Division of Italian Drugs Importing Co., 225 Lafayette St., New York, N. Y. as exclusive American distributors for the perfumes and other toiletries of the following companies: La Ducale, Parma, Italy; Paglieri, Alessandria, Italy; Fontanella, Milan, Italy; and Comm. Borsari & Figi, Parma, Italy.

The perfumes particularly are notable for their artistic and distinctive packaging, some of packaging simulating with marked fidelity, genuine water color painting. The toiletries offered by the company include toilet waters, powders and soaps.

The four lines were displayed at the recent Drug & Merchandise Show in the Hotel Statler where visitors were greeted by William H. Stewart Jr. of the Cosmetic Division of the Italian Drugs Importing Co. Distribution in the United States will be through selected outlets.

### New York Fire Dept. Revises Nail Polish Remover Rules

New regulations affecting labeling of nail polish removers have been issued by the New York City Fire Department. Bottles containing four ounces or less of remover are required to carry the notice "caution keep from flame," prominently displayed on the front label or directly above the directions in bold face type not less than four points. The labels are also required to be submitted for approval to the Division of Combustibles, N.Y. Fire Dept., room 1100, Municipal Bldg., New York 7, N.Y.

# the Amerchols<sup>®</sup>

CHOLESTEROL IN ITS MOST ACTIVE AND EFFICIENT FORM.

## NATURALLY SUPERIOR FOR THE SKIN AND HAIR

Yes, the AMERCHOLS ARE NATURALLY different, and NATURALLY better for the skin and hair. They are highly effective emulsifiers, emollients and penetrants.

The AMERCHOLS are Natural non-ionic surfactants which we isolate in purified form from animal tissues. The AMERCHOLS are stable in the presence of acids, alkalies and most drugs and we know of no case of an allergy due to an AMERCHOL.

Our research laboratories are available to you for advice and information on formulation.

Write on your business letterhead for technical literature.



**AMERICAN CHOLESTEROL PRODUCTS**

INCORPORATED

MILLTOWN • • • NEW JERSEY

## Use LABELS & SEALS

FAITHFUL SERVICE

FOR OVER SIXTY YEARS

**JOHN HORN**

*for greater sales appeal*

METAL • EMBOSSED  
ENGRAVED

DIE STAMPING FOR BOXMAKERS

**JOHN HORN** 835-839 TENTH AVE., NEW YORK 19, N.Y.

**DIE STAMPING**

**ENGRAVING**

**EMBOSSING**

Telephone



Cable Address

COLUMBUS 5-5600

HORNLABELS NEW YORK

## PERFUME BASES

SOAPS

*for*

COSMETICS

DETERGENTS

INSECTICIDES

*Neumann, Buslee & Wolfe, inc.*

5800 NORTHWEST HIGHWAY, CHICAGO 31, ILLINOIS

### Five New Members Join California Cosmetic Assn.

The summer lull was ended for members of the California Cosmetic Assn. on Sept. 18, when they gathered at the Beverly Hills Hotel for their first meeting of the 1953-54 schedule of activity. During a dinner served in the Rodeo Room, five new members were officially welcomed into the association by Arnold L. Lewis, president. The new members were—Kolmar Laboratories, Inc., Natone Co., Century Industries, Archer Label Co. and Avery Adhesive Label Corp.

Chairman of the event, J. M. Brinkerhoff, introduced representatives of Lloyd's of London, who conducted what proved to be both an interesting and informative panel discussion on the subject of Products Liability Insurance in its coverage of cosmetics and toiletries. The three insurance executives, authorities in varied phases of products liability, were James H. Collins of Victor Montgomery General Agency, Inc., Arthur M. Morris of Marsh & McLennan Co., and Walter M. Lefler of Toplis & Harding, Inc.

Another high point of the evening was the live audition of a new and novel television program presented for the members by the Shamrock Advertising Agency of Los Angeles. With beauty care and treatment as the theme, the format of this show is designed for sales promotion of products manufactured by association members.

The California Cosmetic Assn. is composed of leading manufacturers and suppliers. In seeking to uphold the reputation and quality of approved and respected cosmetics on the market, the association endeavors to inform and assist the public in its purchases of cosmetics and toiletries.

### C. M. Wiegand, Avon, Winner of Schultes Memorial Tournament

The BIMS Martin F. Schultes Memorial (golf Tournament) was held at the Wykayl Country Club, New Rochelle, N. Y., on September 22. C. Monroe Wiegand of Avon Products, Inc. was the winner of the Martin F. Schultes Memorial Trophy with a net score of 68.

### New Firm, Calmac, Inc. to Market Zodiac Line

A new company, Calmac, Inc. is being formed to market a new line of perfumes and cosmetics under the trade-name Zodiac, "The per-

fume of the stars." The firm will be headed by Cal J. McCarthy, Sr., who recently retired as senior vice-president and treasurer of the Ruthrauff & Ryan advertising agency.

### Health Information Foundation Honors The Late S. B. Penick

A scroll paying tribute to the memory of S. Barksdale Penick, late founder of S. B. Penick & Co., for his contribution to the establishment and operation of the Health Information Foundation has been presented by H.I.F. president John G. Searle to Mr. Penick's son, S. Barksdale Penick, Jr., president of the firm, on behalf of his mother and company associates.

Sponsored by drug, chemical and pharmaceutical and allied industries, the organization collects and distributes factual information on health care, progress and services in the United States.

### A&P to Install 250 Additional Beauty Departments in East

Installation of 250 additional beauty and health aid departments in its New England stores has been planned by the Atlantic & Pacific Tea Co.

Health and beauty products are carried in 78%, totalling 416, of New England's supermarkets, according to a survey by the New England Newspaper Advertising Bureau, Boston.

### NBBMA Directors Dinner Meeting in New York October 27

The board of directors of the National Beauty and Barber Manufacturers' Assn. will hold a dinner meeting on the evening of October 27 in the Advertising Club, New York, N.Y.

### Bay Park Boat Service to Enter Perfumery Field

The Bay Park Boat Service, San Diego, Cal., is planning to enter into the perfumery field, in addition to another operations, which include the manufacture of an essential oil compound for the sportsman trade.

### Food Colours Ltd. Montreal, Renamed Food Products, Ltd.

Food Colours Ltd., Montreal, Canada, has changed its name to Food Products Ltd. The concern produces Caramel Sugar Colours, flavoring chemicals and seasoning products.

### Dr. M. Harris Views Keratin Chemistry for Chicago S.C.C.

Keratin chemistry was the subject of guest speaker Dr. Milton Harris, director of the Harris Research Labs., Washington D.C., at the October 6 meeting of the Chicago chapter of the Society of Cosmetic Chemists, held in Henrici's Restaurant, Merchandise Mart. Dr. Harris is a noted authority on the chemistry of hair and other related natural fibers.

At the September meeting of the chapter, Archie R. Jackson spoke on the applying of statistical quality control principles to cosmetic manufacturing. Mr. Jackson is director of Quality Control for the Allen B. Wrisley Co., and is also president of the Chicago section of the American Society for Quality Control.

### Arrow Labs., Inc. Occupies New Quarters

Arrow Labs., Inc., New Haven, Conn., formerly located at 151 Truman St., has moved to 419 Chapel St. in the same city.

### Among Our Friends

JOHN BEEKMAN RUST has been appointed research director



John Beekman Rust

for Shulton, Inc., and will head all research activities.

GERALD F. BULLOCK, president of the Canadian Toilet Goods Mfrs. Assn., has been appointed president of Richard Hudnut Ltd. and the William R. Warner Co. of Canada. JAMES S. HAMILTON, recently general sales manager for Hudnut-Warner, has been promoted to vice-president of the two companies and assistant general manager.





*Quickly, she'll narrow it down to one!*

Creature of whim? Well, maybe so. But *she knows what she wants*. A little help from you and she'll narrow it down to one—YOURS! This calls for imaginative creations apart from the ordinary—such creations as can be blended from Penick's wide stocks of Perfume Bases of outstanding fragrance.

The art of combining fragrance has been developed to the highest degree in the Penick Laboratories, staffed with specialists in creating floral odors true to the natural flower. These men are artists in the skillful blending of oils, aromatics and fixatives to produce unusual Perfume Bases.

We shall be glad to consult with you on your individual problems, or to assist you in the development of special compounds for new and exclusive personalized creations.

Perfume Bases for perfumes of all types, colognes, soaps, cosmetics for women and men, and masking agents for industrial use. Samples are available. Write Dept. DC-8.



## S. B. PENICK & COMPANY

50 Church Street, New York 7, N. Y.  
Telephone COrtlandt 7-1970

735 West Division Street, Chicago 10, Ill.  
Telephone MOhawk 4-5651

**DISTILLERS OF RARE AND QUALITY ESSENTIAL OILS—MANUFACTURERS OF AROMATIC CHEMICALS**



MRS. BEVERLY STIANSEN, vice-president in charge of sales for Mary Chess, has returned from a month's trip throughout the South and Southwest during which she worked with MISS FRANCES BALFOUR, southern Chess representative, on planned promotions.

JULES BAUER has been appointed to D&O's newly established post of coordinator of sales. He will work closely with Dodge & Olcott's vice-president C. O. HOMAN and sales manager PAUL SPERRY



Jules Bauer

from the company's New York offices.



Left, J. A. Dugan; right, Jack Hohhoff.

JACK HOHHOFF has been appointed by Dodge & Olcott as Flavor Consultant to work out flavoring problems with manufacturers, and in addition will spend time in the firm's product development laboratories. JAMES A. DUGAN has been appointed to the sales staff of the company's Boston office.

DR. ERNO LASZLO is on a 20-cities tour in order to hold symposiums in the stores that carry the Erno Laszlo line and services.

PIERRE COUTIN of Roure-Dupont Inc. was referred to as president of the Essential Oil Assn. of the U. S. A. in an item in the last

issue. Mr. Coutin is secretary-treasurer of the association. Waldo Reis is president.

DR. ERNEST GUENTHER, vice-president and technical director of Fritzsche Brothers, Inc., has left the West Coast for an extensive survey of essential oil production in Mexico and other Central and South American countries. He is expected back at New York headquarters by late November.

DANUTE PAJAUJIS, formerly with Dupont, has joined the per-



Danute Pajaujis

fume research staff of Fritzsche Brothers.

**molded bottle closures**  
Large selection of designs in a variety of colors and sizes.

**molded jar closures**  
In a diversity of colors, styles and sizes including standard 32, 38, 43, 45, 48, 51, 53, 58, 63, 70, 83 and 100 MM.

**molded packaging specialties**  
Mack experience in designing sales-promoting deluxe packaging is available without obligation. Consult our packaging experts for complete service.

## MACK

**MOLDING EXCELLENCE**

Just call or write for fast, capable assistance on standard closures or exclusive custom designed closures and packaging specialties. All standard sizes are available in phenolics, ureas, styrene or polyethylene. Samples and prices on standard stock items will be supplied promptly on request—estimates on specialties will be forwarded upon receipt of your drawings or blueprints. Please address inquiries to Mack Molding Co., Inc., Main Street, Wayne, New Jersey.

**MACK** — supplies all 3 quickly, economically!

..... THREE FULLY-EQUIPPED PLANTS TO SERVE YOU .....  
WAYNE, NEW JERSEY • ARLINGTON, VERMONT • WATERLOO, P.Q., CAN.

**THE KEY INGREDIENT  
FOR FINER COLD WAVE  
FORMULATIONS**

**AMMONIUM  
THIOGLYCOLATE**

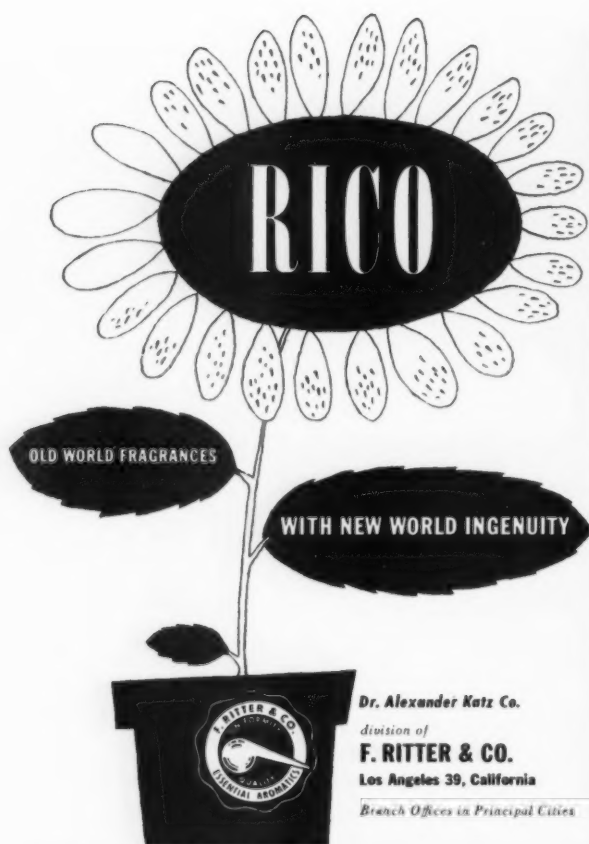
*by Halby*

- OUTSTANDING QUALITY
- RELIABLE SOURCE and SERVICE
- CONSTANT UNIFORMITY
- ATTRACTIVELY PRICED

**HALBY PRODUCTS CO.**  
WILMINGTON 99, DELAWARE

**SALES REPRESENTATIVES:**

Stanton Sales Co., Chicago 10, Illinois  
McNerney Chemical Corp., Los Angeles 23, Cal.  
V. & S. March, 6346 MacDonald Ave., Montreal 29, Que.



**RICO**

OLD WORLD FRAGRANCES

WITH NEW WORLD INGENUITY

Dr. Alexander Katz Co.  
division of  
**F. RITTER & CO.**  
Los Angeles 39, California

Branch Offices in Principal Cities

THIS TINY  
PERFUME FUNNEL...

and  
THIS TINY  
POWDER SCOOP.....

are  
**KING SIZE  
SALES  
BOOSTERS**

for  
Your Combination Sets

Write for  
Samples and Prices.

**RICHTFORD**  
CORPORATION

MADE OF  
UNBREAKABLE  
POLYETHYLENE

251 FOURTH AVE., NEW YORK 10, N. Y.

**MOULDS**

For  
LIPSTICKS  
MASCARA  
SUPPOSITORIES  
STYPTIC PENCILS

and  
**DIES**  
for  
ROUGE  
COMPACT POWDER

Write for Catalog

**A. CAVALLA, INC.** 163 WEST 18TH STREET, NEW YORK, II, N.Y.

**THE C. E. ISING CORPORATION**  
MANUFACTURING CHEMISTS  
AROMATIC PRODUCTS

FLORAL BASES  
ISOLAROMES  
(Fixatives)  
TRUODORS  
(For Perfumes and Toilet Waters)

FOUNDED 1908

**FLUSHING NEW YORK**

## B-W LANOLIN U.S.P.

*EVENTUALLY—For better creams, with economy*

B-W Lanolin the superior quality puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W HYDROPHIL (Absorption Base) Made in U.S.A.

### **BOPE-WHITTAM CORPORATION**

Executive Office, Laboratory  
and Factory: Linden, N.J.

America's Original Lanolin Producer  
ESTABLISHED 1914

Sales Office: 509 Fifth Ave.  
New York, N.Y.



# OCTOBER Sampler

## NEW DUAL-USE COUPON for YOUR CONVENIENCE for

1. *Requesting Information or Literature*
2. *Ordering Samples*

The handy coupon on the third page of the Sampler Section is divided in two sections. As you will see, one section is to be used *only* when further information and literature is wanted. The other section is for *ordering* Samples.

### 444—ABSOLUTE JASMINE—E

A true simulation of absolute Jasmin Extraction. To be used to replace the absolute outright or in conjunction with the absolute.

\$25.00 per lb.

ALBERT VERLEY & COMPANY, INC.  
114-116 East 35th St., New York 10, N. Y.

### 445—AMBER SOLID NA

An unusual fixative with a soft, sweet amber note for compounding almost any type of perfume oil for use in perfumes, colognes, toilet waters and powders. Invaluable in providing good, lasting fixation.

1 lb. \$12.00 1 oz. sample \$1.00

NAUGATUCK AROMATICS  
254 Fourth Avenue, New York 10, N. Y.

### 446—CACHALOT C-50 cetyl alcohol NF

Pure white, crystalline, odorless cetyl alcohol. Fully meets all NF specifications. Emulsifier, emollient, penetrant, stabilizer. Low price allows liberal use to up-grade your products. CACHALOT trade name assures uniform deliveries. SAMPLE: \$1.00 POSTPAID: difference between sample price and quantity price credited to first commercial invoice.

M. MICHEL AND COMPANY, INC.  
90 Broad Street, New York 4, N. Y., Dlgby 4-3878

## Technical Abstracts

**Dental Paste.** John B. Lewis and Leonard Kenner (to Ammi-Dent, Inc.). U. S. 2,588,324, Mar. 4, 1952. Urea and dibasic ammonium phosphate in proportions adequate for checking *Lactobacillus acidophilus* are dissolved in a neutral base, e.g. sorbitol, glycerol, or water, in which the phosphate will not hydrolyze. As a preservative a bis (hydroxy-halophenyl) alkane (ie. bis (2-hydroxy-5-chlorophenyl)-menthane or bis (2-hydroxy-3,5,6-trichlorophenyl, methane) is incorporated by first dissolving it in the flavoring oil. Na dodecyl sulfoacetate, glycine, carboxymethylcellulose, and flavoring are added. Joachim Anschel. Chem. Abs. 46, 10, 4751.

**Hair Waving and Setting Solutions.** Milton H. Schwarz. U. S. 2,540,494, Feb. 6, 1951. For cold waving of hair first a waving and then a setting soln. contg. oxidizing agents, such as Na or P perborates, bromates and iodates, and the like are used. A sample waving soln. is composed of 26-28%  $\text{NH}_4$  water 90,  $\text{H}_2\text{O}$  800, casein (or soybean protein) 15, and thioglycolic acid 64 g.; it has a pH of 9.3. The setting soln. is composed of  $\text{H}_2\text{O}_2$  (20 vol.) 60 ml., anhyd. citric acid 2, tartaric acid 2 g., and  $\text{H}_2\text{O}$  q.s. to form a pt.; its ph is 3. Chem Abs. 45, 8, 3569-70, 1951.

### 447—CETONE L

An integral part of the Lavender flower, created specifically to enhance the top note of Lavender or cologne formulations.

1 lb.—\$18.00

### 448—CHINETTE—MODERN CHYPRE TYPE ODOR

An old stand-by of great popularity—Highly recommended for perfumes and colognes. Same odor also available for creams.

Price per lb.—\$22.50

POLAK'S FRUTAL WORKS  
Middletown, New York

### 449—FLORALIZER #12

A pure synthetic chemical which adds a neutral sweetness to compounds. Provides lift, freshness, roundness and possesses a stabilizing effect against polymerization. A useful extender for Ylang.

1 lb.—\$4.50

FINE CHEMICALS DIVISION OF  
SHULTON, INC.  
630 Fifth Ave., New York 20, N. Y.

★ OCTOBER

# Sampler

## 450—FLORDINE

### New, Aldehyde-type Concentrate

This fine perfume oil, with its long-lasting fixative qualities, has the dry, aldehyde-type fragrance found in the highest priced perfumes. Yet its amazingly low price allows it to be used in a wide range of popular priced cosmetics and toiletries.

2 oz. sample \$1.50 1 lb. \$9.50  
AROMATIC PRODUCTS, INCORPORATED  
15 East 30th Street, New York 16, N. Y.

## 451—GARDINE

### Vivid Floral Reproduction

Here is an exceptionally flowery reproduction of the natural Gardenia. A perfume oil that retains its character over an unusually long period of time. Especially fine for perfumes and toilet waters. May also be used in creams, powders and lotions.

2 oz. sample \$1.50 1 lb. \$9.50  
AROMATIC PRODUCTS, INCORPORATED  
15 East 30th Street, New York 16, N. Y.

## 452—HEATHER #238

Specifically developed for the popular new aerosol shampoos, this new D&O fragrance is basically a sweet grass composition . . . reminiscent of meadows in the springtime. Should be used in a proportion of 0.25%.

\$4.50 per lb. 1 oz. sample \$.50  
DODGE & OLCOTT, INC.  
180 Varick Street, New York 14, N. Y.

## Terpeneless Essences in Perfumery.

Fernand Caujolle and Paul Couturier. Ind. parfum. 6, 56-9 (1951).—Methods of prepn. of terpeneless oils, yields obtained from various essential oils, and the properties and present and potential pharmacol applications of the products are described. B. A. Chem. Abs. 46, 10, 4734.

**Tooth Lacquer.** Johann Singer. Austrian 167,113 Nov. 10, 1950. The tooth lacquer for cosmetic purposes consists of a mixt of AcOAm 40-50 celluloid 20-30, ZnO 5-10, acetone 8-12, and castor oil 4-7%. Insol. dye pigments may be admixed. F. Epstein. Chem. Abs. 46, 16, 7720.

**Hair Dye.** Hyobei Hiruma, Japan 3773 ('50), Oct. 27. A mixt. of tannic acid 1.5, starch 4, S 0.2 and tartar emetic 0.2 g. is mixed with 1 g. p-C<sub>6</sub>H<sub>4</sub>(NH<sub>2</sub>)<sub>2</sub>, heated with a suitable amt. of water, cooled, and 20 g. H<sub>2</sub>O<sub>2</sub> is added. Chem. Abs. 46, 20, 9810, 1952.

**Emulsion for Hair Waving.** Nagato Fijita and Tadatashi Mugino (to Nassan Chemical Industries Co.). Japan 4236 ('50), Nov. 30. The Zn or Na salt of formaldehydesulfoxylate is made alk. with NH<sub>3</sub> to give the Zn or Na salt of NH<sub>2</sub>CH<sub>2</sub>OSO<sub>3</sub>H, and this is emulsified with oil with the addn. of an emulsifying agent. Chem. Abs. 46, 20, 9810, 1952.

## 453—MUSCARO W

A powerful fixative, replacing natural musk. Blends, intensifies and unifies all components. Readily soluble.

1 lb. . . . . \$30.00  
1 oz. Sample . . . . . \$1.95  
1/2 oz. Sample . . . . . \$1.00

SCHIMMEL & CO., INC.  
601 West 26th St., New York 1, N. Y.

## 454—MUSK—T

A faithful reproduction of Natural Tonquin Musk. A solution of 2 ozs. to 1 gallon successfully replaces the natural tincture 4 ozs. to 1 gallon.

\$50.00 per lb.

ALBERT VERLEY & COMPANY, INC.  
114-116 East 25th St., New York 10, N. Y.

## 455—RESEDALIA

An acetal of great value to the perfumer. A small amount added to floral compositions produces dramatic effects.

\$1.25 per ounce

VERONA CHEMICAL COMPANY  
26 Verona Avenue, Newark, N. J.



★ OCTOBER

# Sampler

## 456—ROSAMINE

A delightful fragrance especially designed for use in cosmetics such as cold cream, vanishing cream and hand cream.

Price per lb.—\$10.00

POLAK'S FRUTAL WORKS  
Middletown, New York

**Cold-Wave Lotions.** Otto Leberle. Austrian 169,458, Nov. 26, 1951. Salts of  $\text{HSCH}_3\text{CO}_2\text{H}$  are purified by recrystn. The odorless solns. so obtained are brought to pH 9-10 with borate buffers, and prepsns. contg. cholesterol or lecithin, preferably in emulsified form, are then added. The borate buffers have addnl. hair-softening properties. E.g.,  $\text{HSCH}_3\text{CO}_2\text{Na}$  2-10, borax 2-5, a mixt. of primary and secondary Na borate 2-6, and cholesterol 0.25, g. are dissolved in 100 cc.  $\text{H}_2\text{O}$ . Chem. Abs. 46, 22, 11598, 1952.

"The Sampler is always welcomed and read with much interest. It is a helpful source of information and we thank you for it."

—from a letter written by the Laboratory Director of one of the best known cosmetic and perfume manufacturers.

AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

### 1. SEPTEMBER SAMPLER

#### INFORMATION REQUEST FORM

Please have further information and literature sent on items as circled below.

444	447	450	453	456
445	448	451	454	
446	449	452	455	

### 2. SEPTEMBER SAMPLER

#### ORDER FORM

Please have samples with invoices to cover sent on items as circled below.

444	447	450	453	456
445	448	451	454	
446	449	452	455	

Please attach coupon to your company's letter head or comparable identification.

NAME .....

FIRM NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

Astringents?

Deodorants?

Anti-Perspirant Cosmetics?

You can make  
them better  
with...

## CHLORHYDROL\*

Chlorhydrol\* (Aluminum Chlorhydroxide Complex) is Reheis' answer to the search for a really effective astringent and anti-perspirant. Maintains necessary astringent qualities without possessing the corrosive qualities of normal aluminum salts. Both the skin irritation normally found in aluminum chloride preparations, and the fabric destruction associated with aluminum chloride, aluminum sulphate, and other aluminum salts are eliminated in Chlorhydrol\* compounds. And it's only mildly acid—needs no buffering.

Send for our free descriptive booklet today.



\*Registered Trade Mark

**REHEIS COMPANY, INC.**

*Manufacturers of Fine Chemicals*

BERKELEY HEIGHTS • NEW JERSEY

Ⓜ 0740

### National Ad Tie-Ins

THE practice of stressing those products which have received the most national advertising in window, open displays, and in suggestion selling, has stepped up sales of cosmetics in the Liepe Pharmacy, Milwaukee.

The store's cosmeticians closely observe newspaper, magazine, radio, and television advertising for cosmetics. Products which receive the most advertising are then spotlighted in the store.

In this way, the window displays become more effective, and the suggestion selling by cosmeticians has a note of timeliness.

The store constantly displays cosmetics in its windows, which are changed every 3 weeks. Products displayed on counter tops and in open fixtures are also changed frequently in order to feature current manufacturers' specials being emphasized in national advertising.—*American Druggist*.

### Clerk Service in Supermarkets

CLERK-SERVICE is replacing self-service in the toiletry departments of most Food Fair supermarkets. Food Fair is a chain headquartered in Philadelphia, operating all along the east coast.

Describing what he calls a "counter-trend" against self-service selling on toiletries, Henry Lotz, Food Fair toiletries buyer said:

"Not only has clerk-service in toiletry departments been accepted by Food Fair customers—but it permits the store to make more sales of related items.

"The trouble with self-service is that it caters almost exclusively to impulse sales. If a customer doesn't see everything she wants, she won't buy as large a variety of items. If a salesperson is in the area, however, the customer can either ask the clerk for another item, or the clerk can remind her of related items.

"If you don't have related items on display, customers go elsewhere. With clerk-service, we can supply the family's entire health and beauty aid needs—with the exception of prescriptions."—*American Druggist*.

### Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1951 and 1952 and also the collections for the months of 1953 so far issued are given in the table following:

	1953	1952	1951
January	\$13,123,480	\$11,547,853	\$12,255,363
February	13,859,961	14,338,420	12,867,842
March	7,805,077	7,248,879	8,534,569
April	9,236,101	8,218,865	5,746,348
May	9,286,470	9,174,622	9,293,461
June	8,875,000	8,253,649	8,622,275
July	9,996,000	9,357,443	8,901,311
August		8,849,488	10,252,706
September		8,523,241	7,698,854
October		8,439,370	9,365,932
November		7,878,976	8,916,488
December		10,432,117	8,974,245

**EUGENE N. WEST**, former assistant sales manager of the Lever



Eugene N. West

division of Lever Brothers Co., has joined the Mennen Co. as field sales manager.

**SIDNEY FACTOR**, export executive of Max Factor & Co., accompanied by his wife, is currently on a ten weeks' trip to Brazil, Argentina and Chile. They expect to return the middle of December.

**PIERRE BACHMANN**, who joined the staff of L. Givaudan & Cie, S.A., Vernier-Geneva, Switzerland, in 1944 as a production chemist, has been appointed a lecturer at the University of Geneva.

**HARRY A. HAUS**, vice-president and general manager of the House of Tangee, and Mrs. Haus are on a two-months' tour of Brazil, Argentina and other South American countries.

**PIERRE T. DELEAMONT** has been appointed by van Ameringen-Haebler, Inc. to its New York sales staff.

**E. J. ROSENBERG** has been appointed president of Balenciaga Perfumes, Inc., the American firm responsible for the sale and promotion of Balenciaga perfumes in the Western Hemisphere.

**RUSSELL H. BRUNDAGE** and **JOSEPH A. DEIMLING** have been named assistant managers of the promotional and merchandising department of Colgate-Palmolive-Peet Co.'s toilet articles division.

**GEORGE LOFT** has been appointed public relations manager of Atlas Powder Co.

**FRED J. BEYER** is chairman of the essential oil division of the Laymen's National Committee,

sponsor of the 13th annual National Bible Week, October 19 through 25.

**MRS. FRANCES C. HOLLIS**, executive vice-president of Mary Chess has returned from a three-weeks' business trip to the West Coast.

**MILDRED H. TUTTLE** has been elected president of The Kurlash Co., succeeding her late husband, **WILLIAM R. TUTTLE**.

**ROBERT W. MONTGOMERY** has been transferred from the Fritzsche Brothers Philadelphia branch to the company's headquarters at New York. **ROBERT M. HUGHES** replaces him in the Philadelphia territory. Other new representatives include **FRANK J. McNAMARA**, who will travel out of the New York office, and **PARKER SCHWAMB**, who will assist Los Angeles' staff manager **STANLEY CROUCH**.

**JOHN L. BRICKER**, assistant promotional and merchandising



John L. Bricker

manager, has been promoted to assistant sales manager in the home office sales department of Colgate-Palmolive-Peet Co.'s toilet goods division.

**MISS ANN C. MULHERN** has been appointed representative for Erno Laszlo Institute.

**WILLIAM H. NENSTEIL** has been appointed East Coast sales representative by Robert Gair Co. for all types of Gair folding cartons, with the emphasis on specialties. He has opened an office at 385 East Green St., Pasadena 1, Cal.

**HAROLD E. LANCASTER** has joined the perfume department of F. Ritter & Co.

**GLENN RODDEY**, formerly with Atlas Powder Co. and the



Glenn Roddey

Ninol Labs., has joined the Alrose Chemical Co. at their New York offices.

## Obituary

### William H. Dunney Sr.

William H. Dunney Sr., first president of the American Society of Perfumers, of which he was one of the founders, and a perfumer for many years for Ungerer & Co. and the Antoine Chiris Co., died September 7. He had been in poor health for over a year.

Mr. Dunney was not only a skilled perfumer himself but he was interested in advancing the art in this country. As a result of his broad experience and his interest in his chosen profession and his spirit of helpfulness at all times he won the respect and affection of all who had the privilege of knowing him. A tribute to his memory was paid by President Albert Dillinger at the September meeting of the American Society of Perfumers. His son, William H. Dunney Jr. is well known as the perfumer for Ungerer & Co.

### Edward J. Walker

Edward J. Walker, 68, retired Owens-Illinois Glass Co. executive, died recently in Orlando, Fla., of a heart ailment.

Formerly assistant manager in charge of prescription ware sales in the glass container division of Owens-Illinois, Mr. Walker retired a year ago and had been living in Winter Park, Orlando suburb.

Surviving are his wife Hazel, his son Edward J. Jr., Toledo, O., and his daughter, Mrs. Robert S. Botsford, Jackson, Mich.



**INVESTIGATE EVANS CHEMETICS'**  
complete private brand manufacturing and  
custom packaging facilities . . .

- rapid, volume production to your specifications.
- bulk manufacture of liquids, creams, and solids.
- automatic filling and packaging equipment.
- large and experienced research staff.
- rigorous quality control.
- no account too large.
- confidential service.

We specialize in toilet goods, chemical specialties, proprietaries, and cosmetics.

Write or phone  
**EVANS CHEMETICS, INC.**  
250 East 43rd Street • New York 17, N. Y.  
Phone: MURRAY HILL 3-0071



**CONSOLIDATED**  
**Established 1858 FRUIT JAR CO.**  
**NEW BRUNSWICK, NEW JERSEY**

SHIRT METAL GOODS • BOWLS • SPRINKLER TONS • BOMB CASES

**Aromatic Chemicals**  
**FOR PERFUMERY AND FLAVORS**

Isopropyl Quinoline • Isobutyl Quinoline  
Ethyl Anthranilate • Butyl Anthranilate  
Skatol

Linyl Anthranilate • Linyl Isobutyrate

**FAIRMOUNT**  
**CHEMICAL CO., INC.**  
600 Ferry Street Newark 5, N. J.

Synthesized  
Floral Absolutes

Superlative  
Perfume  
Essentials

Resinoids

Supreme  
Perfume Oils

Savon Doux  
Line

Soleauromes  
Solub-Oils

Floraquae

Solidaromes



Taste-Perfumes  
for Lipsticks

Essential  
Aromatics

RICO

Dr. Alexander Katz Co.  
division of  
**F. RITTER & CO.**  
Los Angeles 39, California  
Branch Offices in Principal Cities

# MOULDS

LIPSTICK - COLOGNE - DEODORANT  
STYPTIC PENCILS - MASCARA  
SUPPOSITORIES

---

**PROGRESSIVE LABELING MACHINE, Inc.**  
137 West 22nd St., New York 11, N. Y.

---

ROUGE COMPACT POWDER  
PUNCHES FOR TABLETS  
also  
FOOT & POWER PRESSES FURNISHED

DIES



**CAMEO**

DIE AND LABEL COMPANY  
*Creators of fine Labels, Tags and Packages*  
154 WEST 14th STREET, NEW YORK 11, N. Y.  
ORegon 5-0228



# Market Report

## Oils, Aromatics Demand Rising

**T**HERE has been a moderate upturn in the demand for essential oils, aromatic chemicals and other closely related materials used in toiletries, proprietaries, perfumes, soaps and other finished products. The upturn was not as pronounced as some had anticipated but a further broadening in sales with the start of the Fall manufacturing season is indicated by the demand and the nature of the business.

### *Citrus Oils Uncertain*

The outlook in citrus oils appears highly clouded since it is not yet known whether inventories in the hands of extract manufacturers have been sufficiently reduced over the summer months to bring about a wave of replacement purchases. Sales of finished goods, namely the summer line of foodstuffs and beverages, were spurred by the extended period of dry hot weather over the greater portion of the country. However, in some quarters it is felt that consuming manufacturers had more or less welcomed the increased activity which served to offer an opportunity to reduce fairly heavy stocks of various materials.

Lemon oil remained scarce and extremely high in price. Output continued to lag behind the demand, and continued rejections of imported lemon oil from Italy served to place an additional strain on the demand for Californian lemon oil.

Some houses are predicting a rather decided turn in the lime oil market. On the basis of late reports from Mexico, consumers here who had been depending upon reserve stocks may find that they will have to pay considerably more for the limited quantities of oil that are currently available in Mexico for replacements. Heavy orders have appeared in the Mexican market for fresh fruit especially for the account of buyers on the West coast. A portion of this

demand for the fresh fruit was attributed to the introduction of a new dehydrated lime drink. The tightening in the availability of fresh fruit will, it is feared, result in a reduction of at least 40 per cent of lime production in Mexico.

Lavender and lavandin attracted more attention on reports from the primary market that the flower crops were short this year and were considerably affected by unsatisfactory weather conditions. Poor crop reports were also coming out of Spain, which in turn served to have a supporting influence upon such articles as rosemary, thyme, spike lavender and a few other articles.

### *Peppermint, Spearmint Oils Drop*

The downward trend in peppermint oil prices that started at the beginning of the distillation of the new crop continued, and spearmint suffered a severe decline as increasing stocks of new oil appeared on the market. Production of spearmint oil is expected to be fairly heavy this year, especially in view of the increasing quantities produced on the West coast. In previous years virtually all of the oil came from the Mid-West. However, it appeared that some bearish influences were at work which in turn caused prices to fall faster than anticipated. The new inside price of spearmint oil of \$6 per pound was subject to shading. This figure is in sharp contrast to the price early last year which was around \$8 per pound.

### *Glycerin Reduced*

The late reduction of three cents a pound in glycerin prices came as a surprise in the face of sharply reduced imports of foreign material over the past several months and a seasonal drop in domestic production. The break came, the first in a long while, when the only single producer of synthetic material cut its price.

It is quite likely that the break in the market for refined glycerin will bring about lower prices for crude, since refiners of natural glycerin point out that they cannot afford to pay high asking prices for crude and sell refined material at lower prices.

Vanilla bean prices moved higher with all varieties attaining the highest level in several years. Rosin prices stiffened, and following a slight setback, carnauba wax displayed a greater degree of strength with local prices edging up closer to the high level of replacement costs in Brazil.

### *Vanilla Beans Climb*

The rise in vanilla beans had been long overdue. Production in France had been neglected over the past several years by low prices and smaller crops have perhaps been more keenly felt this year due to sizable purchases for the account of large extract manufacturers. Some trade observers point out that this year will prove an unusually good year so far as sales of vanilla beans are concerned. Shippers in Mexico have been reluctant to offer beans in the light of the steady and persistent rise in prices for the Bourbon beans. The November crop in Mexico should be ready in February for cut beans and in June for the whole beans. There are sounds of warning in the trade, however, in the light of the rapid rise in bean prices over the past several months. Buyers are likely to show greater resistance to the high prices, it is pointed out.

While the menthol market showed a greater amount of stability towards the close of last month, the future remains highly clouded by the appearance of lower priced offerings of synthetic laevo material. Only insignificant amounts of Japanese menthol were available in this market and small lots afloat were reported as earmarked for direct consumption against purchases made earlier in the year.

# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Prices per lb. unless otherwise listed.

Almond Bit, FPA per lb.	3.40@	3.80
Sweet True	.58@	.90
Apricot Kernel	.40@	.55
Amyris	1.65@	2.00
Angelica Root	68.00@	100.00
Angelica Seed	55.00@	90.00
Anise, U.S.P.	2.25@	3.00
Bay	1.50@	2.10
Bergamot	11.25@	14.25
Artificial	3.00@	4.75
Birchtar, crude	1.80@	2.10
Birchtar, rectified	2.55@	2.85
Bois de Rose	3.85@	4.50
Cajeput U.S.P.	2.30@	3.00
Cajeput (technical)	2.00@	2.25
Calamus	20.00@	22.00
Camphor "White"	.25@	.42
Cananga, native	9.50@	10.25
Rectified	12.10@	12.75
Caraway	2.00@	2.85
Cardamon	28.00@	35.00
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	8.00@	Nom'l
Cedar leaf, U.S.P.	2.15@	3.00
Cedar Wood	.48@	.60
Celery	16.50@	20.00
Chamomile Hungarian	165.00@	255.00
Cinnamon—		
Bark	22.00@	40.00
Leaf	1.35@	3.00
Citronella, Ceylon	.55@	.90
Java	.75@	1.00
Java type	.48@	.65
Cloves, from buds	8.25@	9.15
Leaf	1.50@	2.00

Copaiba	2.00@	2.35
Coriander	17.50@	25.00
Croton	4.35@	5.25
Cumin	4.50@	5.20
Dill—		
Weed	3.75@	4.50
Seed, Indian	2.90@	3.40
Erigeron	6.00@	6.85
Eucalyptus—		
80-85%	.90@	1.20
70-75%	.75@	1.25
Fennel, Sweet	2.40@	3.00
Garlic (oz.)	9.00@	11.00
Grapefruit	2.90@	3.30
Geranium, Rose, Algerian	9.00@	11.75
Bourbon	10.25@	12.00
Turkish	6.00@	6.75
Artificial	4.50@	5.00
Ginger	11.40@	13.00
Guaiac (Wood)	1.25@	1.75
Hemlock	2.15@	2.75
Jasmin	245.00@	285.00
Juniper Berry	2.85@	3.50
Laurel leaf	9.85@	12.60
Lavandin	2.15@	3.00
Lavender, French—		
40-42% ester	5.75@	7.35
30-32% ester	3.30@	4.80
Spike	1.60@	2.00
Lemon, Calif.	7.25@	7.50
Italian	6.75@	9.00
Lemongrass	1.05@	1.30
Limes, distilled	6.25@	7.40
Expressed	7.85@	9.50
Linaloe wood	3.25@	4.15
Lovage (oz.)	10.00@	12.00
Mace	2.75@	3.85
Marjoram	1.80@	3.00

Neroli—		
Haitian	75.00@	100.00
French	210.00@	270.00
Nutmeg, East Indies	3.00@	3.65
Ocotea Cymbarum	.65@	.90
Olibanum	5.60@	7.85
Opopanax	45.00@	48.00
Orange, Florida	.80@	1.10
Italian	3.90@	5.50
Calif., exp.	1.25@	—
Distilled	.80@	—
Origanum	2.15@	2.85
Orris Root, concrete (oz.)	6.50@	8.75
Concrete, extra	12.00@	15.00
Patchouli	7.85@	10.50
Pennyroyal, European	2.00@	2.50
Peppermint natural	4.50@	5.00
Redistilled	4.95@	6.50
Petitgrain	2.35@	2.85
Pimento, Berry	4.50@	5.15
Leaf	2.30@	2.90
Pinus Sylvestris	2.40@	2.85
Pumilio	3.15@	4.00
Rose, Bulgaria (oz.)	55.00@	70.00
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.65@	.95
Sage—		
Spanish	.90@	1.25
Dalmatian	7.00@	8.35
Sandalwood, N. F.	10.00@	10.75
Sassafras—		
Artificial	.45@	.65
Snake root	30.50@	32.00
Spearmint	6.00@	6.75
Spruce	2.25@	2.75
Sweet birch Southern	2.10@	3.00
Northern	4.95@	8.00
Tansy	8.35@	9.00

## Exclusive... Smart Packaging with Young's Rosette SNAP HINGE BOX



Beautiful, eye-catching snap hinge packages for your products... featuring Young's Rosette Snap Hinge — made only by Douglas Young, Inc., and licensed box manufacturers. Patented in the United States, and patents pending in Germany, France, England and Canada.

*Douglas Young Inc.*

110 Kenyon Avenue • Pawtucket • R. I.

for **UNIFORM PURITY**  
**UNIFORM TEXTURE**  
**UNIFORM WHITENESS**



*Specify*  
**BEEHIVE BRAND**  
*Beeswax*

Experimental data and practical manufacturing experience of nearly 100 years' specialization in beeswax and beeswax compounds are at your service without cost or obligation. Write about your beeswax problems to **WILL & BAUMER CANDLE CO., INC., Syracuse, N. Y. Est. 1855**

Spermaceti—Ceresine—Red Oil—Yellow Beeswax—Composition Waxes—Stearic Acid—Hydistear

Thyme, red .....	1.85@	2.85
White .....	2.00@	3.40
Valerian, extra .....	100.00@	125.00
Vetiver—		
Bourbon .....	17.10@	20.50
Haitian .....	14.25@	18.75
Java .....	25.50@	31.50
Wintergreen, Southern ..	3.40@	15.00
Northern .....	7.25@	14.00
Wormseed .....	8.00@	9.15
Wormwood .....	5.75@	6.40
Ylang Ylang, Bourbon ..	20.00@	32.50
Haitian .....	12.85@	Nom'l.

#### TERPENELESS OILS

Bay .....	3.00@	3.60
Bergamot .....	20.00@	29.00
Grapefruit .....	80.00@	90.00
Lavender .....	10.00@	14.25
Lemon .....	60.00@	70.00
Lime, ex. ....	80.00@	90.00
Distilled .....	60.00@	62.00
Orange sweet .....	110.00@	135.00
Peppermint .....	13.00@	14.65
Petitgrain .....	5.25@	6.10
Spearmint .....	12.00@	14.30

#### DERIVATIVES AND CHEMICALS

Acetaldehyde 50% .....	2.15@	2.50
Acetophenone .....	1.40@	1.80
Alcohol C 8 .....	1.95@	2.25
C 9 .....	12.50@	13.00
C 10 .....	2.00@	2.30
C 11 .....	13.85@	14.50
C 12 .....	2.75@	3.50
Aldehyde, C 8 .....	9.00@	11.00
C 9 .....	16.75@	17.10
C 10 .....	7.30@	7.75
C 11 .....	18.60@	20.00
C 12 .....	15.00@	15.75
C 14 (Peach so-called) ..	6.85@	7.50
C 16 (Strawberry so-called) ..	5.85@	6.20
Amyl Acetate .....	.55@	.70
Amyl Butyrate .....	1.00@	1.25
Amylcinnamic Aldehyde ..	2.05@	2.40
Amyl Formate .....	1.00@	1.25
Amyl Phenylacetate .....	3.75@	4.10
Amyl Propionate .....	1.25@	1.60
Amyl Salicylate .....	.90@	1.00
Amyl Valerate .....	1.95@	2.40
Anethol .....	1.00@	1.35
Anisic Aldehyde .....	2.15@	2.65
Anisyl Acetate .....	6.00@	6.75
Benzyl Acetate .....	.75@	.85
Benzyl Alcohol .....	.75@	.85
Benzyl Benzoate .....	.85@	1.00
Benzyl Butyrate .....	1.75@	2.00
Benzyl Cinnamate .....	3.75@	4.00
Benzyl Formate .....	1.50@	2.10
Benzophenone .....	1.80@	2.25
Butyl isoeugenol .....	9.00@	10.25
Benzyl Propionate .....	1.60@	2.20
Benzyl Salicylate .....	1.90@	2.10
Benzylidene Acetone .....	2.00@	2.75
Bromstyrol .....	5.75@	6.35
Butyl Acetate, normal ..	1.43@	1.51
Cinnamic Alcohol .....	2.75@	3.50
Cinnamic Aldehyde .....	1.25@	1.40
Cinnamyl Acetate .....	3.75@	4.50
Citral, C. P. ....	3.35@	3.85
Citronellol .....	1.75@	2.30
Citronellyl Acetate .....	2.55@	3.00
Citronellyl Butyrate .....	5.50@	5.90
Coumarin .....	3.00@	3.45
Cuminic Aldehyde .....	3.85@	4.35
Cyclonol .....	2.85@	3.15
Diethylphthalate .....	.45@	.51
Dimethyl Anthranilate ..	5.75@	6.00
Diphenyl Methane .....	1.15@	1.30
Diphenyl Oxide .....	.60@	.75
Ethyl Acetate .....	.30@	.35
Ethyl Benzoate .....	.85@	.90
Ethyl Butyrate .....	.85@	.95
Ethyl Capronate .....	2.40@	2.85
Ethyl Cinnamate .....	2.75@	3.40
Ethyl Formate .....	.70@	.80
Ethyl phenylacetate .....	1.20@	1.35
Ethyl Propionate .....	.90@	1.00

Ethyl Salicylate .....	1.85@	2.40
Ethyl Vanillin .....	6.75@	7.30
Eucalyptol .....	1.50@	1.75
Eugenol .....	2.35@	3.25
Geraniol, dom. ....	.75@	2.25
Geranyl Acetate .....	1.35@	2.00
Geranyl Butyrate .....	4.00@	4.85
Geranyl Formate .....	4.50@	4.95
Geranyl valerianate .....	6.00@	6.75
Guaiac Wood Acetate .....	4.65@	5.00
Heliotropin, dom. ....	3.40@	3.85
Hydrotropic Aldehyde ..	5.90@	6.35
Hydroxycitronellal .....	5.40@	5.85
Indol, C. P. ....	19.00@	19.50
Iso-borneol .....	1.65@	1.80
Iso-butyl Acetate .....	.85@	1.50
Iso-butyl Benzoate .....	1.65@	1.85
Iso-butyl Salicylate .....	2.15@	3.00
Iso-eugenol .....	4.10@	4.85
Iso-safrol .....	2.10@	2.80
Linalool .....	5.40@	6.25
Linalyl, Acetate 92% ..	6.00@	6.75
75% .....	5.75@	6.10
Linalyl Benzoate .....	18.50@	20.00
Linalyl Formate .....	11.90@	12.85
Linalyl Propionate .....	12.00@	13.80

#### Menthol—

Brazilian .....	5.65@	5.70
Japanese .....	7.50@	7.60
Synthetic, racemic .....	4.95@	5.10
Laevo .....	5.25@	5.35
Methyl Anthranilate .....	2.40@	2.65
Methyl Anthranilate extra ..	2.75@	3.10
Methyl Benzoate .....	.55@	1.25
Methyl Cinnamate .....	1.75@	2.25
Methyl Heptenone .....	5.20@	5.85
Methyl Heptene Carbonate ..	35.00@	40.00
Methyl Naphthyl Ketone ..	3.85@	4.10
Methyl Phenylacetate .....	1.10@	1.75
Methyl Salicylate .....	.58@	.65
Musk Ambrette .....	5.15@	5.30
Ketone .....	5.35@	5.60
Xylene .....	1.40@	1.65
Neroline (ethyl ether) ..	2.50@	2.80
Octyl Isobutyrate .....	4.95@	5.30
Paracresyl Acetate .....	2.20@	2.75
Paracresyl Methyl Ether ..	2.10@	2.75
Paracresyl Phenylacetate ..	4.60@	5.20
Phenylacetaldehyde 50% ..	2.75@	3.25
100% .....	4.10@	4.65
Phenylacetic Acid .....	1.65@	2.25
Phenylethyl Acetate .....	1.60@	1.95
Phenylethyl Alcohol .....	1.65@	1.90
Phenylethyl Butyrate .....	4.20@	4.50
Phenylethyl Propionate ..	3.40@	4.00
Phenylethyl Salicylate .....	4.35@	4.80
Phenylethyl Valerianate ..	5.80@	6.10
Phenylpropyl Acetate .....	3.30@	3.85
Phenylpropyl Alcohol .....	2.70@	3.20
Safrol .....	.80@	1.25
Scatol (ox.) .....	2.65@	3.40
Styrolol Acetate .....	1.75@	2.50
Thymol, crystals .....	3.00@	3.25
Vanillin, eugenol .....	6.50@	7.25
(Guaiacol) .....	3.00@	3.25
Lignin .....	3.00@	3.25
Vetiver Acetate .....	47.50@	50.00
Violet Ketone Alpha .....	9.90@	10.25
Yara Yara (Methyl ether) ..	2.35@	2.80

#### BEANS

Vanilla beans—		
Bouhon .....	5.50@	6.25
Mexican, cut .....	5.35@	5.85
Mexican, whole .....	5.90@	6.25
Tahiti .....	4.00@	4.60
Tonka Beans Surinam ..	1.05@	1.30
Angostura .....	1.65@	1.80

#### SUNDRIES AND DRUGS

Acetone .....	1.07@	.14
Ambergris, ounce .....	8.00@	17.50
Balsam, Copaiba .....	.85@	1.10
Canada fir, gal. ....	31.00@	33.50
Peru .....	1.25@	1.65
Beeswax, bleached, pure ..		
U. S. P. ....	.70@	.74
Yellow, refined .....	.55@	.60

Bismuth, subnitrate .....	2.65@	
Borax, crystals, carlot ton ..	67.25@	91.75
Boric Acid pwd. U. S. P., ton ..	129.25@	153.75
Calcium, Phosphate .....	.073@	.081
Phosphate, tri-basic .....	.073@	.08
Camphor, pwd., domestic ..	.57@	.59
Castoreum, nat., cans .....	7.25@	17.00
Cetyl, Alcohol, extra .....	.78@	.80
Chalk, precip. bags, cts ..	.027@	.03
Cherry Laurel Water, jug, gal. ....	1.25@	Nom'l.
Citric Acid Anhydrous ..	.283@	.311
Civet, ounce .....	6.50@	10.00
Cocoa butter .....	.74@	.741
Cyclohexanol (Hexalin) ..	.341@	.35
Dextrine, white, cwt. ....	8.53@	8.68
Fuller's Earth, Mines ton ..	27.00@	30.00
Glycerin, C. P. ....	.41@	.411
Soap Lye, crude .....	.24@	.241
Gum Arabic, white pwd. ....	.40@	.45
Amber .....	.131@	.141
Gum Benzoin, Siam .....	3.50@	3.85
Sumatra .....	.38@	.45
Gum Galbanum .....	.80@	.95
Gum karaya, pwd. ....	.18@	.30
Gum Myrrh .....	.38@	.40
Henna, pwd. ....	.22@	.24
Kaolin .....	.05@	.07
Labdanum .....	1.00@	1.85
Lanolin, cosmetic .....	.381@	.481
Anhydrous .....	.36@	.38
Magnesium, carbonate .....	.111@	.14
Stearate .....	.38@	.43
Musk, ounce .....	65.00@	Nom'l.
Olibanum, tears .....	.20@	.25
Siftings .....	.16@	.18
Orange Flower Water, gal. ....	1.75@	2.25
Orris Root, Italian .....	.23@	.28
Paraffin, fully ref. 122-124 ..	.071@	.08
Peroxide (hydrogen U. S. P.), bbls. ....	.033@	.05
Petrolatum, snow white ..	.063@	.083
Quince Seed .....	1.10@	1.50
Rice Starch .....	.16@	.18
Rose Flower, pale .....	.65@	.90
Rose Water, jug (gal.) ..	1.25@	1.85
Rosin, M. per cwt. ....	8.50@	8.55
Salicylic Acid U&P .....	.48@	.53
Saponin No. 1 .....	2.75@	2.80
Silicate, 40° drums, works, 100 pounds .....	1.70@	2.30
Sodium Carb. ....		
58° light, 100 pounds ..	2.75@	4.52
Hydroxide, 76% solid, 100 pounds .....	4.80@	4.90
Spermaceti .....	.29@	.30
Styrax Asiatic .....	.72@	.78
Tartaric Acid (250 lb. drums) .....	.37@	.41
Tragacanth, No. 1 .....	2.75@	3.20
Triethanolamine .....	.261@	.271
Zinc stearate, U.S.P. ....	.37@	.42
Oxide, U.S.P. ....	.163@	.173

#### OILS AND FATS

Castor, refined, drums ..	2311@	.24
Coconut, crude, Atlantic ports, tanks .....	.16@	Nom'l.
Refined, drums .....	2312@	.233
Corn, crude, Midwest, mill, tanks .....	.141@	.141
Corn Oil, refined, tanks ..	.171@	.173
Cottonseed, crude tanks ..	.131@	.14
Grease, white .....	.061@	.063
Lard, Chicago .....	.203@	.21
Lard, Oil, common, No. 1 drums .....	.101@	.103
Olive, edible (gal.) .....	2.65@	2.80
Peanut, crude, tanks .....	.22@	.23
Red Oil, single distilled ..	.123@	.141
drums .....	.151@	.17
Double distilled .....		
Stearic Acid .....		
Triple Pressed .....	.14@	.153
Double Pressed .....	.113@	.131
Tallow, acidless, drums ..	.11@	.111
Tallow, extra .....	.041@	.051



The most useful Reference work  
on Solvents available today!

## THE HANDBOOK OF SOLVENTS

By Leopold Scheffan, Ph. D.  
and Morris Jacobs, Ph. D.

727 pp., 7 x 10, 17 illus., \$10.25

The properties, uses, action and technology of solvents are covered in this comprehensive handbook. Two major sections: 1. Covers theoretical aspects and practical attributes of solvents such as solvent action, solvent power, evaporation and evaporation rates and limits of inflammability. Discusses in detail solvent recovery, stresses safe practices; 2. The physical constants of over 2,700 liquid compounds are tabulated. Arrangement such that you can compare, at a glance, the so-called literature constants with the commercial constants of each solvent. \$10.25 postpaid.

When ordering,  
send check or money order to

Other useful books . . .

## SOAPS AND DETERGENTS

By E. G. Thomssen, Ph. D. and

John W. McCutcheon, M.A., F.C.I.I.C. . . . . 511 pp., 66 illus., \$9.25

A practical volume for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. \$9.25 postpaid.

## PERFUMES, COSMETICS AND SOAPS, VOL. II

By William A. Poucher . . . 426 pp., \$10.25

VOL. II—Production, Manufacture and Application of Perfumes of All Types. Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. \$10.25 postpaid.

## MODERN COSMETICOLOGY

By Ralph G. Henry . . . 514 pp., \$12.25

Partial contents: Emulsions, Cleansing Creams, Milks and Lotions, Acid Creams, Face Packs and Masks, Mud Creams, Vanishing Creams, Powder Creams, Lubricating Creams, Astringents and Skin Tonics, Lipstick, Make-up, Face Powders, Sunburn and Suntan Preparations, Deodorants, Depilatories, Antioxidants, Bath Preparations, Bath Oils and Emulsions, Foam Baths, Hand Creams and Lotions, Dental Preparations, Mouthwashes, Shaving Preparations, Hair Tonics and Lotions, Hair Creams and Fixatives, Permanent Waving Solutions, Hair Setting Lotions and Hair Lacquers, Hair Shampoos and Soapless Detergents, Manicure Preparations, Eye Lotions, Baby Preparations, Foot Preparations, Insect-Bite Preparations, Humectants, Acne Preparations, Coloring of Cosmetic and Toilet Preparations. \$12.25 postpaid.

Moore Publishing Co., Book Dept., 48 West 38th St., New York 18, N.Y.

FOR

Metal Caps and  
Closures of all kinds

TRY

**AMERICAN  
ASSOCIATES**

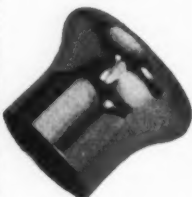
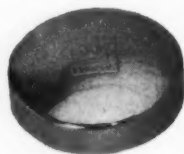
MFG. CORP.

Formerly

BRASS GOODS MFG. CORP.

DEEP RIVER,  
CONN.

Write for Samples



## FIFTH AVENUE PROTECTIVE ASSOCIATION

142 Lexington Ave. Our Own Building  
New York 16, N. Y.

Representing over 300 "National Organizations"  
Finally Responsible  
Personal Collections  
A "Free Demand" that collects  
"48 YEARS YOUNG"

Originators and Manufacturers of  
**MINIATURE BOTTLES and VIALS**

with interchangeable screw stoppers

in assorted colors

**SPECIAL GLASS PRODUCTS CO.**

10 W. 33 St.

New York 1, N. Y.



## Miniature Perfume Bottles

from 1/8 dram to 1/2 oz.

HANDMADE GLASS NOVELTIES

MINIATURE GLASS FUNNELS

SPECIAL ORDER WORK

**KENBURY GLASS WORKS**

132 W. 14th Street

New York 11, N. Y.





## CLASSIFIED ADVERTISEMENTS

Rate per line, per insertion: Business Opportunities, \$1.00; Situations Wanted and Help Wanted, 50c. Please send check with copy.

### BUSINESS OPPORTUNITIES

**ESSENTIAL OIL DISTILLERS, ESTABLISHED IN LONDON FOR 30 YEARS, WORLD-WIDE CONNECTIONS, INVITE ENQUIRIES FROM USERS OR IMPORTERS OF FINEST ESSENTIAL OILS, AROMATICS, FLAVORS, PERFUME BASES AND BY-PRODUCTS. WRITE J. L. HINDLE, STANDARD SYNTHETICS LTD. 76 GLENTHAM ROAD, LONDON, S.W. 13 ENGLAND.**

**WANTED: A good used Viscolizer or homogenizer. Give make, size, condition and price. Box 2975, The American Perfumer, 48 West 38th Street, New York 18, N. Y.**

**Experienced, long established Fragrance Creator offers exclusive formulas for compounds being used in perfumery and cosmetics to raw material and perfume manufacturers. Francois Harlan, 13, Rue Carle Hebert, Courbevoie (Seine), France.**

### HELP WANTED

**FLAVORIST: THOROUGHLY EXPERIENCED FOR PRODUCTION QUALITY FLAVOR LINE. Unusual opportunity for rapid growth in expanding business. Send resume in complete confidence. Write Box 3015, American Perfumer, 48 W. 38 St., New York 18, N. Y.**

### SITUATIONS WANTED

**PACKAGING CONSULTANT—Top Notch Designer with eminent record offers his services to manufacturers, especially those whose products need a new look. Reply to Box 3016, American Perfumer, 48 W. 38 St., New York 18, N. Y.**

**Young, ambitious sales specialist, experienced domestic, foreign sales, essential oils, aromatic chemicals; able correspondent French, Spanish; experience dealing with agents and consumer trade seeks position in perfume or raw material line. Write Box 2957, American Perfumer, 48 W. 38 Street, New York, N. Y.**

### ALBERT B. PACINI, Sc.D.

Cosmetic Consultant

Processes Products  
208 N. Maple Ave., East Orange, N. J.  
Tel.: ORANGE 2-7806

### GEORGE W. PEGG Ph. C.

Consulting Chemist

MEDICINALS COSMETICS  
Specializing in Labeling and Advertising  
to meet Federal and State Regulations

Appointments promptly arranged

87 Fourth Ave. Telephone ORange 3-9007 East Orange, N. J.

## PROFESSIONAL SERVICE

"L'ART de la PARFUMERIE par EXCELLENCE"

And Its Applications to the Industry

**DR. JEAN JACQUES MARTINAT**

**PERFUMER-CHEMIST CONSULTANT**

Perfumes  
Cosmetics  
Toilet Articles  
Soaps  
Flavors

Creations of Highly Original Perfumes  
Duplications of Most Difficult Fragrances  
Unique Kind of Professional Services.

Kindly Inquire

333 WEST 52ND STREET, NEW YORK 19, N. Y.  
TEL. PLAZA 7-3861

## Specialists in analysis

cosmetics, essential oils, drugs

Ask for Estimates—Quotations—No obligation

Labs: 16 East 34th St.

New York 16, N.Y.

Telephone Murray Hill 3-6368

**Seil, Putt & Rusby, Inc.**

analytical, consulting, research chemists  
Established 1921

### OUR CHEMICAL CONSULTANTS CAN HELP YOU In Cosmetic Formulation and Improvement

We likewise serve in Packaging Problems . . . Permeability and Dermatological studies . . . Organoleptic Panel Tests on Taste, Odor, Flavor Evaluation.

Write Today  
for Booklet No. 3

"The Chemical  
Consultant and  
Your Business"

**FOSTER D. SNELL, INC.**  
RESEARCH LABORATORIES  
29 W 17th St. New York 11, N.Y.  
WAS. 4-0070  
**EVERY FORM OF  
CHEMICAL SERVICE**

### J. B. STRAYGOLD ASSOCIATES

GRAMERCY-7-8406

48 East 1st Street New York 3, N. Y.

**CONSULTANTS ON • PRODUCTION • EQUIPMENT • PACKAGING**

Complete plant set up on production, packaging and layout of equipment on your specifications of plant.

### Carl N. Andersen, PhD

Consulting Chemist

**Cosmetics, Soaps and Synthetic Detergents**

342 Madison Ave., New York 17, N.Y. Laboratory: Briarcliff Manor, N.Y.  
Phone: Vanderbilt 6-0492 Phone: Briarcliff 6-1550



### LEBERCO LABORATORIES

Irritation Studies—Sensitivity Tests  
Toxicity and Safety Tests on  
Shampoos—Cold Wave Lotions—All Cosmetics  
Pharmaceutical and Cosmetic Research  
Hormone Assays—Bacteriological Studies

127 HAWTHORNE ST., ROSELLE PARK, N. J.

## INDEX TO ADVERTISERS

Aceto Chemical Co., Inc. .... —  
 American Aromatics, Inc. .... 290  
 American Associates Mfg. Corp. .. 318  
 American Cholesterol Products, Inc. .... 288, 304  
 Aromatic Products, Inc. .... 300, Sampler  
 Asociacion de Productores de Aceites Esenciales .... —  
 Atlas Powder Co. .... 249  
 Avon Products, Inc. .... 260  
 Belmay Co. .... Sampler  
 Bertrand Freres .... 257  
 Bopf Whittam Corp. .... 308  
 W. Braun Co. .... —  
 Bridgeport Metal Goods Mfg. Co. .. —  
 Brooks & Porter .... —  
 Bush & Co., Inc., W. J. .... 245, 286  
 Calmar Co. .... —  
 Cameo Die & Label Co. .... 314  
 Camilli, Albert & Laloue, Inc. .... 320  
 Carr-Lowrey Glass Co. .... —  
 Cavalla, Inc., A. .... 308  
 Chaley, Ph. Inc. .... —  
 Champon & Co., L. A. .... —  
 Charabot & Co., Inc. .... Facing 193  
 Chemo Puro Mfg. Corp. .... Sampler  
 Chiris Co., Inc., Antoine .... —  
 Classified Advertisements .... —  
 Consolidated Fruit Jar Co. .... 314  
 Cosmetics Inc. .... —  
 Croda, Inc. .... —  
 DeLaire Aromatics .... —  
 Dodge & Olcott, Inc. .... 253, Sampler  
 Dow Chemical Co., The .... Inside Back Cover  
 Dreyer, Inc., P. R. .... 259  
 Esrolko, Ltd. .... —  
 Essential Oil Producers Association .... —  
 Evans Chemetics .... 314  
 Fairmount Chemical Co., Inc. .... 314  
 Felton Chemical Co., Inc. .... 248  
 Fine Aromatics, Inc. .... —  
 Firmenich & Co. .... Back Cover  
 Fleetwood Products Corp. .... —  
 Fluoroma, Inc. .... —  
 Florsynth Laboratories, Inc. .... —  
 Flyndustries, Inc. .... 286  
 Frank, Walter R. .... —  
 French, Benjamin, Inc. .... —

Fritzsche Brothers, Inc. .... —  
 Insert between 168 & 169  
 Gair Co., Inc., Robert .... —  
 Givaudan-Delawanna, Inc. .... —  
 Insert between 284 & 285  
 Glyco Products Co., Inc. .... —  
 Goldschmidt Corp. .... —  
 Halby Products .... 307  
 Harmon Co., Ira .... —  
 Hazel Atlas Glass Co. .... Opp. 284  
 Hercules Powder Co. .... —  
 Heyden Chemical Corp. .... —  
 Horn, John .... 304  
 Industrial Aromatic Co., Inc. .... —  
 International Wax Refining Corp. . 290  
 Ising, Corp., C. E. .... 308  
 Katz, Dr. Alexander & Co., Div. of F. Ritter & Co. .... —  
 Kenbury Glass Works .... 318  
 Kolar Laboratories, Inc. .... —  
 Lamitis Bros., Ltd. .... —  
 Lautier Fils, Inc. .... —  
 Leeben Chemical Co., Inc. .... —  
 Leonhard Wax Co., Inc., Theodor .. —  
 Lipette Company .... —  
 Lueders & Co., George .... 246  
 Mack Molding Co. .... 307  
 Malmstrom & Co., N. I. .... —  
 Mane Fils, V. .... —  
 Martinat, Jean Jacques, Dr. .... —  
 Maryland Glass Corp. .... Front Cover  
 Maywood Chemical Co. .... —  
 Mero & Boyveau .... —  
 Michel & Co., Inc., M. .... Sampler  
 N. V. Chemische Fabriek "Naarden" 296  
 Naugatuck Aromatics .... Sampler  
 Neumann Buslee & Wolfe, Inc. .... 304  
 New York Aromatics Corp. .... —  
 Norda Essential Oil & Chemical Co. Inc. .... 302  
 Northwestern Chemical, The .... —  
 Noville Essential Co. .... —  
 Orbis Products Corp. .... —  
 Owens-Illinois Glass Co. .... Facing 293  
 Pantone Press .... —  
 Parento, Inc., Compagnie .... —

Parsons-Plymouth, M. W. .... —  
 Peerless Tube Co. .... —  
 Penick & Co., S. B. .... 306  
 Pennsylvania Refining Co. .... —  
 Perfumery Associates .... —  
 Perry Bros., Inc. .... 288  
 Polak & Schwarz, Inc. .... 298  
 Polak's Frutal Works .... Sampler  
 Progressive Labeling Machine, Inc. 314  
 Reheis Co. .... 312  
 R. F. Revson Co. .... —  
 Rhodia, Inc. .... Sampler  
 Richford Corp. .... 252, 308  
 Ritter & Co., F. .... 308, 314  
 Robertet, Inc., P. .... 262  
 Roberts & Co., A. Boake .... —  
 Robinson Wagner Co., Inc. .... —  
 Roubechez, Inc. .... —  
 Roure-DuPont, Inc. .... 264, Sampler  
 Schimmel & Co., Inc. .... 251, Sampler  
 Seil, Putt & Rusby, Inc. .... —  
 Sheffield Tube Corp. .... Facing 292  
 Shulton, Inc. .... Facing 285, Sampler  
 Sluys Rockford, Inc. .... Sampler  
 Snell, Foster D., Inc. .... —  
 Solvay Sales Div., Allied Chemical & Dye Corp. .... —  
 Special Glass Products Co. .... 318  
 Standard Aromatics, Inc. .... —  
 Standard Cap & Molding Co. .... —  
 Stassal Co. .... —  
 Sunkist Growers .... 258  
 Sun Tube Corp. .... —  
 Synfleure Scientific Laboratories, Inc. 256  
 Syntomatic Corp. .... —  
 Tennessee Eastman Co. .... —  
 Toilet Goods Association, Inc. .... 250  
 Tombarel Freres .... —  
 Tombarel Products Corp. .... —  
 Turner White Metal Co., Inc. .... —  
 Ungerer & Co. .... Inside Front Cover  
 Van Amer, Haebler, Inc. .... 254-255  
 Vanderbilt Co., Inc., R. T. .... —  
 Van Dyke & Co. .... —  
 Verley & Co., Albert .... Sampler  
 Verona Chemical Co. .... 294, Sampler  
 Whittaker, Clark & Daniels .... 316  
 Will & Baumer Candle Co., The ... —  
 Wirz, Inc., A. H. .... 290  
 Young, Inc., Douglas .... 316



Rose

14 E. 48th St., New York

**CAMILLI, ALBERT & LALOUE, S. A.**  
 Grasse, France      Established 1830

"MAXIMAROME"

A  
*"Natural"*

PLAZA 3-6070

**CAMILLI, ALBERT & LALOUE, INC.**



Jasmin

Cable address: Maximarome

406

288

298

ler

314

312

ler

308

314

262

ler

ler

292

ler

ler

318

258

256

250

ver

255

oler

oler

316

290

316

mer